



सत्यमेव जयते
Ministry of Ayush
Government of India

Immune India through Community Radio



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Immune India through Community Radio



An Immunity Enhancement Campaign on behalf of
Ministry of AYUSH



CEMCA

Commonwealth Educational Media Centre for Asia (CEMCA)
New Delhi





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Acronyms

AYUSH	:	Ayurveda Yoga & Naturopathy Unani Siddha Homeopathy
CEMCA	:	Commonwealth Educational Media Centre for Asia
CLP	:	Community Learning Programme
COL	:	Commonwealth of Learning
CRS	:	Community Radio Station
DST	:	Department of Science and Technology
IEC	:	Information, Education and Communication
ISM&H	:	Indian Systems of Medicine and Homeopathy
MIB	:	Ministry of Information and Broadcasting

Preface

World over **IMMUNITY** word became a buzz word due to spread of COVID 19. Immunity means “Protection against a disease or illness against external influences”. There can be several reasons of weakened immunity like lack of exercise, unhealthy diet, stress, inadequate rest etc. These reasons cause infections in human body. Is it easy to boost the immunity? Yes. People need to change their dietary and lifestyle so that body fight off illness.

Ministry of AYUSH, GOI, provided appropriate responses effectively throughout the country since the Pandemic started in March 2020. During the COVID time, Ministry have come out with several advisories which focussed on prevention for improving the immunity and adopting simple remedies for enhancing the immunities.

Ministry of AYUSH for the first time engaged Community Radio Stations to connect to the community for Immunity Campaign. Community Radios are short range channels which provide information to people living in a locality and influence the communities. The Immunity campaign was implemented in 25 CRS located in rural areas of the country to promote awareness about AYUSH and beneficial effects of building immunity. Through this campaign, more than eighteen lakh community members were reached which belonged to rural, tribal, semi-urban areas in the project site. A survey of more than 13,000 people found that majority were not aware of the AYUSH and the practices. Community recommended more such campaigns from the AYUSH Ministry.

We thank Ministry of AYUSH for the assistance for the Immunity Campaign project through Community Radio Stations. We appreciate their willingness to support CEMCA to work with Community Radios.

We thank the invaluable support by the Community Radio Stations for broadcasting the programme and sending reports in a very timely manner. Their enthusiasm is highly appreciated in a time which was very important to all concerned. I want to take this opportunity to thank all the coordinators for understanding the work and submitting the reports instantly.

Monica Sharma and Nittin Paul Mathew were there helping wherever and whenever for three months of the project. They handled the project efficiently to meet the target.

I am grateful beyond measure to Team CEMCA for their compassion and active involvement throughout the project.

Hope the report will address the issues raised by the Community as “Ensure Healthy Lives and Promote Well-Being for All at All Ages” is one of the Sustainable Development Goals.

Madhu Parhar
Director



COVID-19 Crisis



Ministry of AYUSH recommends, based on Ayurvedic literature and scientific publications, for preventive health measures and boosting immunity with special reference to respiratory health.

Measures for Enhancing Immunity

- Drink warm water throughout the day.
- Daily practice of Yogasana, Pranayama and Meditation for at least 30 minutes.
- Spices like Haldi (Turmeric), Jeera (Cumin), Dhaniya (Coriander) and Lahsun (Garlic) recommended in cooking.

Simple Ayurvedic Procedures

- **Nasal Application**– Apply Sesame Oil/Coconut oil or Ghee in both the nostrils (Pratimarsh Nasya) in morning and evening.
- **Oil Pulling Therapy**– Take 1 table spoon Sesame or Coconut Oil in mouth. Do not drink, swish in the mouth for 2 to 3 minutes and spit it off followed by warm water rinse. This can be done once or twice a day.

Ayurvedic Immunity Enhancing Tips

- Take Chyavanprash 10gm (1tsf) in the morning. Diabetics should take sugar free Chyavanprash.
- Drink Herbal Tea/Decoction (Kadha) made from Tulsi (Basil), Dalchini (Cinnamon), Kalimirch (Black Pepper), Shunthi (Dry Ginger) and Munakka (Raisin) - once or twice a day. Add jaggery (Natural Sugar) and/or fresh Lemon Juice to your taste, if needed.
- Golden Milk- half tea spoon Haldi (Turmeric) powder in 150 ml Hot Milk - once or twice a day.

Immunity Boosting Measures for Self-Care

Actions During Dry Cough/Sore Throat

- Steam inhalation with fresh Pudina (Mint) leaves or Ajwain (Caraway Seeds) can be practiced once in a day.
- Lavang (Clove) powder mixed with Natural Sugar/Honey can be taken 2-3 times a day in case of cough or throat irritation.
- These measures generally treat normal dry cough and sore throat. However, it is best to consult doctors if these symptoms persist.



Executive Summary

1. In the wake of the COVID-19, the **Ministry of AYUSH** contemplated the concept of the **Immunity Enhancement Campaign** to spread awareness and aid communities across the country, especially those in the rural areas where healthcare facilities are often inadequate.
2. The Ministry of AYUSH formed on 9th November 2014 ensures the optimal development and propagation of AYUSH systems of health care. The focus is for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy.
3. **Commonwealth Educational Media Centre for Asia** (CEMCA) is an international organisation established by the Commonwealth of Learning (COL), Vancouver, Canada, to promote meaningful, relevant, and appropriate use of information and communication technologies to serve the educational and training needs of Commonwealth member states in Asia. CEMCA was granted diplomatic privileges and immunities by the Government of India under Section 3 of the United Nations (privileges and immunities) Act, 1947.
4. CEMCA was engaged by the Ministry of AYUSH to organise and coordinate activities related to the Information, Education and Communication (IEC), particularly with **Community Radio Stations**.
5. The Campaign adhered to the following objectives:
 - Use the medium of Community Radios to reach out to the tribal and semi-urban
 - Educate people about the alternative systems of medicine
 - Promote the practice of home remedies for immunity enhancement, and promote the AYUSH systems of medicine
 - Determine the access people have to the different healthcare facilities, especially in the rural parts of the country
 - Identify the major health risks in the society and work towards eliminating them.
6. According to the Ministry of Information & Broadcasting (MIB), There are 316 Community Radio Stations in India, out of which 25 were shortlisted for this project. The **twenty-five CRS** were selected from **five regions** in the country: **North (5), Central & East (6), West (5), South (5) and North-East (4)**.
7. Community radio broadcasts were accompanied by a survey that was carried out in two phases. The survey collected basic details of the respondents regarding various aspects related to immunity, healthcare and sought recommendations for the Ministry of AYUSH. All the inputs from the survey were collated and analysed.
8. The research instrument used for collecting the data was **Community Radio Survey**

Questionnaire for IEC and it was released in two phases.

9. The **intervention strategies** were:

- Broadcast of an informational programme in English, Hindi and/or other regional language
- Capacity building and monitoring of community radio stations

Table 1: Details of the CRS and Number of Listeners

Zone/s	Name of CRS	Range In Kms	Language of Broadcast	Mode of Transmission	Location	Number of Listeners	Data Collected		Remarks
							Survey 1	Survey 2	
North	Radio Chitkara Chandigarh	10-15	Hindi	Broadcast	Semi Urban	35,000	355	201	
	Radio Gorakhpur Gorakhpur	15	Hindi	Broadcast	Rural	3,50,000	400	200	
	Radio Dehradun Jhajhra, Uttarakhand	15	Hindi	Broadcast	Semi-Urban	2,00,000	213	218	
	Waqt Ki Awaaz Kanpur Dehat, Uttar Pradesh	20-30	Hindi	Broadcast and Narrowcast	Rural	73,000	402	202	
	Radio Sharda, Jammu, J&K	15	Kashmiri	Broadcast	Semi -Urban	15,000	350	202	
Total	5					6,73,000	1720	1023	
South	Kadalosai, Rameswaram Tamil Nadu	15	English and Tamil	Broadcast and narrowcast	Rural	50,000	231	201	
	Vishnu Radio, West Godavari, Andhra Pradesh	15	Hindi and Telugu	Broadcast, Web radio and Android App	Rural	38,000	390	214	
	Radio Manjeera Medak, Telangana	15	English and Telegu	Broadcast and narrowcast	Rural	9,000	342	218	
	Radio Namma Nadi, Bangalore Rural	24	English and Kannada	Broadcast and Web Streaming	Semi-Urban	45,000	359	203	
	Radio Mattoli Wayanad, Kerala	15	English and Malayalam	Broadcast and narrow cast	Rural	30,000	385	202	
Total	5					1,72,000	1707	1038	
Central and East	Radio Mant, Purulia West Bengal	15	Hindi and Bengali	Broadcast	Rural and Tribal	50,000	400	200	

	Radio Snehi, Siwan, Bihar	15-20	Bhojpuri and Hindi	Broadcast	Rural	25,000	350	250
	Radio Jagriti, Giridih, Jharkhand	35-40	Hindi and Khortha	Broadcast, Narrowcast, Internet radio	Rural and Tribal	18,000	333	204
	Radio Sanskar							
	Jagatsinghpur Odisha	15	Odia	Broadcast and Narrowcast	Rural	80,000	443	200
	Radio Mann Vidisha, Madhya Pradesh	60	Hindi	Broadcast	Rural	5,00,000	401	200
	Hamara CR, Surajpur, Chhattisgarh	15	Hindi	Broadcast and Narrowcast	Rural and Tribal	40,000	364	211
Total	6					7,13,000	2291	1265
West	Radio Tilonia, Ajmer Rajasthan	15	Hindi	Broadcast	Rural	60,000	300	200
	Radio Kisan Vani Deeg Bharatpur, Rajasthan	15	Hindi	Broadcast	Rural	30,000	369	193
	Radio Yeralavani Sangli, Maharashtra	25	Hindi	Broadcast and Narrowcast	Rural	1200	351	257
	Saivere Jo Radio, Kutch, Gujarat	12-15	Hindi and Kachchi	Broadcast and Narrowcast	Rural and Tribal	14,800	402	200
	Radio Nagar Ahmednagar, Maharashtra	30	Hindi	Broadcast and Online Streaming	Semi- Urban	30,000	320	204
Total	5					1,36,000	1742	1054
North-East	Radio Gyanmaline Dibrugarh, Assam	15-20	Hindi	Broadcast and Internet radio	Semi-Urban	5,00,000	200	668
	Friend CR West Tripura							
	Jnan Taranga Guwahati, Assam	15	Hindi and Bengali	Broadcast	Semi-Urban	3,00,000	409	154
	Radio Nongin , Thoubai, Manipur	25-45	Assamese and Hindi	Broadcast and Narrowcast	Semi-Urban	1000	119	120
			English and Manipuri	Broadcast and Narrowcast	Semi-Urban	20,000	343	200
Total	4					8,21,000	1339	674
Grand Total	25					18,27,800	13,853	

Table 1 shows that

The total number of Listener's who listened to the Immunity Campaign were 18,27,800 (Eighteen lakhs twenty-seven thousand and eight hundred).

Total number of respondents who filled the survey questionnaire were 13,992.

There were 25 Community Radio Stations which broadcasted the programme in English, Hindi, and Regional Languages.

The range of the Community Radios selected is from 10 – 60 Kms. Majority were within the range of 10-15 Kms.

Majority CRS Broadcasted and Narrow casted the programme.

CRS were from rural, tribal and semi-urban area.

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10. Details of the CRS, number of listeners etc are presented in Table 1
11. Reports were received from individual radio stations. These reports were consolidated and presented by the zonal coordinators during different stages of the project.
12. The demographic profile of the respondents was analysed with reference to gender, age, occupation, radio listening habits, means of accessing health-related content, ailments and chronic diseases, susceptibility to infections, diet, engagement in physical activity, access to healthcare centres, preferred systems of medicine and adoption of measures suggested in the programme. The major findings include:
 - Men formed majority of the participants in both phases of the survey. Participants from the age groups 21-30 years and 31-40 years together formed the majority and senior citizens above 60 years comprised the minority in both the phases.
 - Most of the participants listened, read or watched health-related content through the means of different media such as radio, newspapers, television, social media etc. 90 percent of the participants stated that they listened to radio, and 82 percent said that they listened to health-related programmes on radio.
 - The data does not any clear pattern about the preferred time for listening to radio. Most people reported that they listened to radio at random times.
 - The participants were from diverse occupational backgrounds like farmers, teachers, government and private employees etc. There are also a large number of students. Most women who participated in the survey are either homemakers or self-employed.
 - 55 percent of the respondents admitted to suffering from one or the other kind of chronic diseases or ailments. 12 percent of the total respondents suffered from either Blood pressure or Diabetes while 3 percent of the participants from Arthritis. 26 percent of the respondents stated that they suffered from ailments not listed in the questionnaire.



- Most of the participants preferred taking a balanced diet comprising green vegetables, nuts, fruits, spices etc as a means to enhance their immunity. Only 35 percent of the participants preferred the intake of vitamin supplements.
- 52 percent of the participants said that they regularly engage in physical activities or follow an exercise routine.
- 24 percent of the participant reported not having access to a public health centre which means that nearly one in every 4 people are deprived of basic healthcare facilities.
- 45 percent of the participants chose Allopathy as their most preferred method of treatment. Ayurveda, followed by Yoga and Homeopathy, is the most preferred treatment methods amongst the AYUSH systems of medicine.
- Most of the participants denied having access to centres of the AYUSH systems. Only 44 percent of the participants had access to an Ayurveda centre and just 30 percent of the participants had access to a Yoga Centre while 49 percent of the participants stated that they had access to a Homeopathy centre. Only 5 percent of the participants had access to a Unani centre and just 4 percent had access to a Siddha centre.
- The major health concerns cited by the participants in their respective communities are poor hygiene, inadequate sanitation facilities, stagnant water, COVID-19, lifestyle diseases, allergies, mental health issues and common health issues prevalent in old-age people such as Arthritis, vision problems etc.
- 97 percent of the participants stated that the Immunity Enhancement Campaign was helpful to them and 90 percent of the participants said that they adopted the measures suggested in the broadcast. 89 percent of the participants reported noticing significant changes after adopting the measures.
- Most people want to know more about Ayurveda, Yoga, Homeopathy and other alternative systems of medicine.
- 89 percent of the participants believe that the AYUSH systems can be effective treatment methods in their community.
- 31 percent of the participants, nearly one in every three, stated that they had trouble finding the AYUSH treatment methods in their community.

13. Following are the conclusions put forth through the survey:

Majority of the Community members were not aware of the Ministry of AYUSH. Through this campaign they came to know about the work of AYUSH Ministry.

Community wanted more campaigns related to health-related issues, alternate methods of treatment etc.

Establish more centres of the AYUSH systems of medicine and thereby improving the healthcare facilities.

Provide more doctors and healthcare staff belonging to the AYUSH systems.

Audience appreciated the content of the Campaign. They wanted to know more about the traditional methods of health care.

Set up medical camps in rural areas to aid the rural and marginalised communities.

Make medicines available at AYUSH stores at affordable prices. Plan schemes like providing Health Cards to make healthcare services affordable for the poor.

Develop strategic goals concerning the health sector on short-term and long-term basis.





Chapter 1: Introduction



All the United Nations Member States in 2015 adopted the 2030 Sustainable Development Goals. It has 17 goals and 169 targets to be achieved. Goal 3 is “Ensure Healthy Lives and Promote Well-Being for All at All Ages”. There are 13 targets to be achieved under this Goal. Before the COVID 19 Pandemic, progress was made under various health areas like Tuberculosis, Child and Maternal health, HIV and Immunization. However the Pandemic created Health care disruptions all over the World.

According to the Voluntary National Review Report on the Implementation of SDGs (2017) (http://niti.gov.in/writereaddata/files/India%20VNR_Final.pdf), India has made significant strides in improving various health indicators. The National Health Policy, 2017 has specified targets for universalising primary health care, achieving further reductions in infant and under-5 mortality, preventing premature deaths due to non-communicable diseases as well as increasing government expenditure on health. To achieve the targets of SDG, Government of India proposed to promote Ayurveda by establishing Ayurveda Hospitals in each district of the country. This is to be achieved with the support of AYUSH Ministry (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy).

Ministry of AYUSH

The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care. Earlier it was known as the Department of Indian System of Medicine and Homeopathy (ISM&H) which was created in March 1995 and renamed as Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November 2003, with focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy.

Objectives of the Ministry

The objectives of the Ministry are:

1. To upgrade the educational standards of Indian Systems of Medicines and Homoeopathy colleges in the country.
2. To strengthen existing research institutions and to ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.

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3. To draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems.
4. To evolve pharmacopeial standards for Indian Systems of Medicine and Homoeopathy drugs.

Systems of Medicine in AYUSH

Ayush is an acronym for five traditional medicinal systems as shown in the box. Apart, from these systems the Ministry of AYUSH also promotes other indigenous and natural systems of medicine such as SOWA-RIGPA, Naturopathy etc. The Ministry aims to promote these systems of medicines that they can co-exist with Allopathy and improve the healthcare framework. A brief description as stated by the Ministry of AYUSH is described below:

Ayurveda: Life in Ayurveda is conceived as the union of body, senses, mind and soul. The living man is a conglomeration of three humors (Vata, Pitta & Kapha), seven basic tissues (Rasa, Rakta, Mansa, Meda, Asthi, Majja & Shukra) and the waste products of the body i.e. mala, mutra and sweda. Thus, the total body matrix comprises the humors, the tissues and the waste products of the body. The growth and decay of this body matrix and its constituents revolve around food which gets processed into humors, tissues and wastes. Ingestion, digestion, absorption, assimilation and metabolism of food have an interplay in health and disease which are significantly affected by psychological mechanisms as well as by bio- fire (Agni).

Ayurveda
Yoga & Naturopathy
Unani
Siddha
Homeopathy

Yoga: Yoga is one of the six systems of Vedic philosophy. Maharishi Patanjali, rightly called “The Father of Yoga” compiled and refined various aspects of Yoga systematically in his “Yoga Sutras” (aphorisms). He advocated the eight-fold path of Yoga, popularly known as “Ashtanga Yoga” for all-round development of human beings. They are: - Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana and Samadhi. These components advocate certain restraints and observances, physical discipline, breath regulations, restraining the sense organs, contemplation, meditation and samadhi.

Naturopathy: Naturopathy is an art and science of healthy living and a drugless system of healing based on well-founded philosophy. It has its own concept of health and disease and principle of treatment. Naturopathy is a very old science. There are find several references in our Vedas and other ancient texts. The morbid matter theory, concept of vital force and other concepts upon which Naturopathy is based are already available in old texts.

Unani: UnaniTabb is the science of which we learn the various states of body, in health and when not in health, and the means by which health is likely to be lost and, when lost, is likely to be restored. The basic theory of Unani system is based upon the well-known four-humour theory of Hippocrates. This presupposes the presence, in the body, of four humours viz., blood, phlegm, yellow bile and black bile.

Siddha: Siddha system is one of the oldest systems of medicine in India. The term Siddha means achievements and Siddhars were saintly persons who achieved results in medicine. Eighteen Siddhars were said to have contributed towards the development of this medical system. Siddha literature is in Tamil and it is practised largely in Tamil speaking parts of India and abroad. The Siddha System is largely therapeutic in nature.

Homeopathy: The word ‘Homoeopathy’ is derived from two Greek words, Homois meaning similar and pathos meaning suffering. Homoeopathy simply means treating diseases with remedies, prescribed in minute doses, which can produce symptoms similar to the disease when taken by healthy people. It is based on the natural law of healing- “Similia Similibus Curantur” which means “likes are cured by likes”. It was given a scientific basis by Dr. Samuel Hahnemann (1755-1843) in the early 19th century. It has been serving suffering humanity for over two centuries and has withstood the upheavals of time and has emerged as a time-tested therapy, for the scientific principles propounded by Hahnemann are natural and well proven and continue to be followed with success even today.

Sowa-Rigpa: ‘Sowa-Rigpa’ is one of the oldest, living and well documented medical traditions popular in the world. The term ‘Sowa Rigpa’ is derived from Bhoti language which means ‘Knowledge of Healing’. It is an ancient Indian medical system which was enriched in the entire Trans-Himalayan region. At present Sowa-Rigpa is more popular in Himalayan societies especially in J & K region, Ladakh, Himachal Pradesh (Lahaul & Spiti), West Bengal (Darjeeling), Sikkim and Arunachal Pradesh and other parts of India. It is also being practiced in countries like Bhutan, Mongolia and Russia etc.

The Ministry of AYUSH collaborated with the Commonwealth Educational Media Centre for Asia (CEMCA) for the Immunity Enhancement Campaign. It was an initiative taken by the Ministry to spread awareness about the importance of immunity and disseminate practices that help to enhance immunity, especially in the rural areas where healthcare facilities are sparse. The project is a crucial intervention considering the extreme circumstances afflicted by the COVID-19 pandemic. CEMCA supported the Ministry in its initiative by engaging 25 Community Radio Stations selected from across the country. The project spanned over a period of two months from 10th December 2020 to 10th February 2021.

About CEMCA

The Commonwealth of Learning (COL) was created by the Commonwealth Heads of Governments in their meeting held in Vancouver, Canada in 1987. The organisation was established to promote distance learning, use of information and communication technologies (ICTs), and strengthening cooperation in education among the Member States of the Commonwealth. Fully operational since 1989, COL is financially supported by Commonwealth governments on a voluntary basis.

In response to the needs expressed by the Commonwealth countries in the Asian region for a more effective utilisation of information communication technologies in the process of teaching learning, COL established the Commonwealth Educational Media Centre for Asia (CEMCA) in 1994. An agreement was signed between COL and the Government of India in 1998 and CEMCA established its headquarters in New Delhi and the Government of India notified it as a diplomatic mission.

CEMCA’s strategic objectives are to serve as a regional electronic media resource centre for facilitating an effective exchange of information on educational media resources between educational and media organisations in the region, promoting greater use of electronic media in the delivery of distance education programmes, promoting linkages between CEMCA and other organisations to enhance the availability of educational media resources region wise, facilitating access to training in the development and use of electronic media resources for distance education, and serving as an information centre on educational technology (for details, visit <http://cemca.org>).

CEMCA's Engagement with Community Radios in India

CEMCA has been very closely associated with all aspects of the development of community radio in India. These are:

- Policy and advocacy,
- Establishing community radio stations,
- Capacity building for community engagement and
- Station management as well as local content creation

CEMCA on behalf of the Ministry of Information and Broadcasting (MIB) has organised more than 50 consultations at the national, regional, and state levels over the last fourteen years. The primary objective of the consultations was creating awareness about the potential of and the process for setting up a CRS. At each consultation more than 40 representatives of educational institutions, civil society organisations, NGOs, and other institutions eligible and desirous of setting up a CRS were walked through the entire process.

CEMCA has designed an **on-line application form for MIB** which has considerably simplified and shortened the application process. CEMCA also played a key advocacy role in assisting various ministries to help civil society organisations get various clearances. The guidebook prepared provides online application processes. A **Community Radio Facilitation Centre (CCFC) was set up at CEMCA in July 2011**. Subsequently, in 2012 a facilitation unit was created at the MIB premises that helped CCFC provide further technical and administrative assistance to visitors as well as to the Ministry of Information and Broadcasting's (MIB) Community Radio Cell. During this period, CEMCA helped more than 150 new applicants in setting up CR stations. Several trainees were also trained in the process to undertake CR facilitation work all over the country.

MIB and CEMCA co-hosted the **First and Second CR Sammelan and Exhibition and instituted awards** to celebrate good functioning CR stations. CEMCA compiled a Compendium of Functional CR stations for MIB. In 2019, CEMCA brought out a film on **Step-by-Step Guidelines** which was



launched by Secretary, Ministry of Information and Broadcasting, New Delhi. The film is **available on MIB and CEMCA websites** to assist interested organisations to prepare themselves and apply for setting up CR stations. (visit <https://youtu.be/WrORhT6rOP8>)

CEMCA has organised several **capacity-building workshops for functional community radio stations** to build and strengthen their capacity for developing productive and technically sound programmes. Women broadcasters were also trained by CEMCA under the technical training programmes.

CEMCA has been encouraging educational institutions and community radio stations to set up internet-based radio, also known as Web-Radio and CEMCA instituted the 'EDAA Awards for Knowledge Sharing'.

CEMCA served as the implementing agency for a large-scale programme of NCSTC, Department of Science and Technology, Government of India for about five years and undertook a project titled 'Science for Women's Health and Nutrition and Radio Mathematics'. The programme provided more than 50 CRS project partners a platform to run a daily broadcast for women on health, nutrition, and creating awareness about planet earth.

AYUSH Immunity Enhancement Campaign

The Ministry of AYUSH, Government of India, ran a campaign through Community Radio Stations from across India to create awareness and help improve the immunity of people, especially in the rural areas of the country. The project started on 10th December 2020 for a period of two months until 10th February 2021. The project brings together 25 Community Radios shortlisted from five geographic zones, which are- North, Central & East, West, South and North-East.

Health in India

Approximately 5.8 million Indians die because of diabetes, cancer, stroke, heart and lung diseases each year in India. In other words, one out of every four Indians is at risk of dying from a Non-Communicable Disease before the age of 70. (<https://www.nhp.gov.in/healthyliving/ncd2019>).

According to the World Health Organisation, about 1.7 million Indians' deaths are caused by heart diseases every year,

India stands at the second position in the list of most diabetic nations with more than 77 million diabetics. (<https://www.thehindu.com/sci-tech/health/india-has-second-largest-number-of-people-with-diabetes/article29975027.ece>)

Many diseases are outcomes of the poor lifestyle and bad living conditions. These can be avoided by creating an awareness about healthy lifestyle practices. A healthy diet, regular physical activity, avoiding the use of tobacco and alcohol, incorporating home habits like Yoga, following a healthy routine, practicing home remedies etc. can bring a drastic change and help in improving the health factors.

In India, nearly 4 crore people go below the national poverty line by spending on healthcare out of their own pockets in a single year. The poorest 10% of the population rely on sales of their assets or on borrowings, entailing inter-generational consequences on the family's ability to access basic goods and affecting their long-term economic prospects. Out of total expenditure on healthcare, more than 70% goes out of the patient's pocket, out of which 70% percent is spent on medicines alone, leading to debt and impoverishment.

(Retrieved on 28th February 2021 from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4418149/>)

This is where alternate systems of medicine, which are relatively affordable and proven effective, can be promoted. These systems have been in place and are being practiced for a long time. Initiatives to promote these systems will improve the poor conditions that exist now. It will be an effective measure to promote these systems in the rural areas where people mostly practice them and are ready to adapt them. Eliminating the misconceptions, creating awareness, setting up the infrastructure and appointing expert practitioners for these systems will provide the common masses with affordable and alternative treatment options.

Importance of Immunity and the Present Scenario

The immune system exists to protect the host from noxious environmental agents especially pathogenic organisms, which may be in the form of bacteria, viruses, fungi or parasites. To deal with such an array of threats, the human immune system has evolved to include a myriad of cell types, communicating molecules and functional responses.

The immune system is always active, carrying out surveillance, but its activity is enhanced if an individual becomes infected. Hence an adequate supply of a wide range of nutrients is essential to support the immune system to function optimally.

Role of Community Radio Stations in the AYUSH IEC Project

Community Radio Stations in India are predominantly located in the rural areas where radio remains an efficient and common medium of mass communication.

Although televisions, smartphones and other devices are slowly making their way into the rural communities, radio is still important to the rural households. The government, different authorities and organisations effectively make use of radio to communicate with people, especially to spread awareness regarding different issues such as health, natural disaster, agriculture etc. Apart from being a source of entertainment, radio is also a vital source of information for the rural masses.

At the time of writing this report, the world is in the grip of a pandemic called severe acute respiratory syndrome or coronavirus 2 (SARS-CoV-2). In times such as these, one is reminded of the importance of a healthy lifestyle and adapt immunity.

The Community Radio Stations have essayed a crucial role in the current project in spreading awareness through different means amongst people from across the country.

Conclusion







CEMCA, New Delhi is an inter-governmental organisation, which is the only regional agency of the Commonwealth of Learning (COL), implementing COL's mandate in the eight countries of

Commonwealth Asia. CEMCA has been very closely associated with all aspects of the development of community radio in India like policy and advocacy, establishing community radio stations, capacity building for community engagement, station management, and local content creation.

As on February 2021, there are 316 Community Radio Stations in India, according to the Ministry of Information and Broadcasting (MIB). <https://mib.gov.in/sites/default/files/No.%20of%20operational%20CRS.pdf>

The Ministry of AYUSH collaborated with CEMCA for the Immunity Awareness Campaign in the wake of the pandemic. The initiative contrived to reach out to people and promoted immunity enhancement practices among people. Efforts were also made to identify the healthcare issues prevalent in communities across the country, so that adequate steps can be taken to improve the situation in future. The project effectively utilised the medium of Community Radio Stations in running the Campaign with the objective to reach the last mile.





Chapter 2: Methodology

The Immunity Enhancement Campaign by the Ministry of AYUSH, Govt. of India is an endeavour to promote healthcare at the grassroot levels in India. The Ministry focuses on the alternative systems of medicine that can provide the citizens with options beyond Allopathy. Such an initiative would help create a network of healthcare where the alternative and much practiced systems of medicine can co-exist with Allopathy. Medical traditions such as Ayurveda, Yoga, Unani, Siddha and Homeopathy have been in practice for a long time in India, especially in the rural areas of the country and have proved very effective in healthcare, but with time these indigenous systems have faded into neglect and today remain oblivious to a large section of the Indian population. If revived and promoted, these systems can help in improving the health of people starting from the primary level. The advantage these systems provide to common mass is that they are often cost-effective and affordable. Adding to all this is the exigency to promote health and immunity enhancement practices in the aftermath of the global pandemic that took the lives of nearly 2.4 million people (as on 14th February 2021).

Taking these facts into consideration, the current project adheres to the following objectives:

- Effectively use the medium of Community Radio Stations to reach out to the tribal and semi-urban;
- Educate people about the alternative systems of medicine;
- Promote the practice of home remedies for immunity enhancement;
- Determine the access people have to the different healthcare facilities, especially in the rural parts of the country and
- Identify the major health risks in the society

Immune India through Community Radio was a broadcast of a programme that partnered with community radios in the country. The programme was presented in the form of a conversation to make it interesting and help people relate better. It discussed the systems of medicines such as Ayurveda, Yoga, Siddha, Unani, Homeopathy etc and their benefits. The programmes even put forward some basic home remedies and practices for the listeners to adopt for immunity enhancement. The podcasts were done in various regional languages, as it was important to gather inputs from the communities through CRS. This chapter comprises of the following:

- Project Framework
- Objectives of the Project
- Selection of Community Radio Stations

- Study Instruments
- Duration of the Project
- Intervention Strategies
- Data Collection

Project Framework

Surveys help in explaining educational phenomena in terms of the conditions or relationships that exist, opinions that are prevalent, effects that are evident, and trends that are developing. Within the mandate of the project, a descriptive survey method was used to collect the data.

The project adopted a comprehensive research framework. Three aspects --- reach, language, and listenership - were considered while selecting the community radio stations. Figure 2.1 provides the framework of the project.

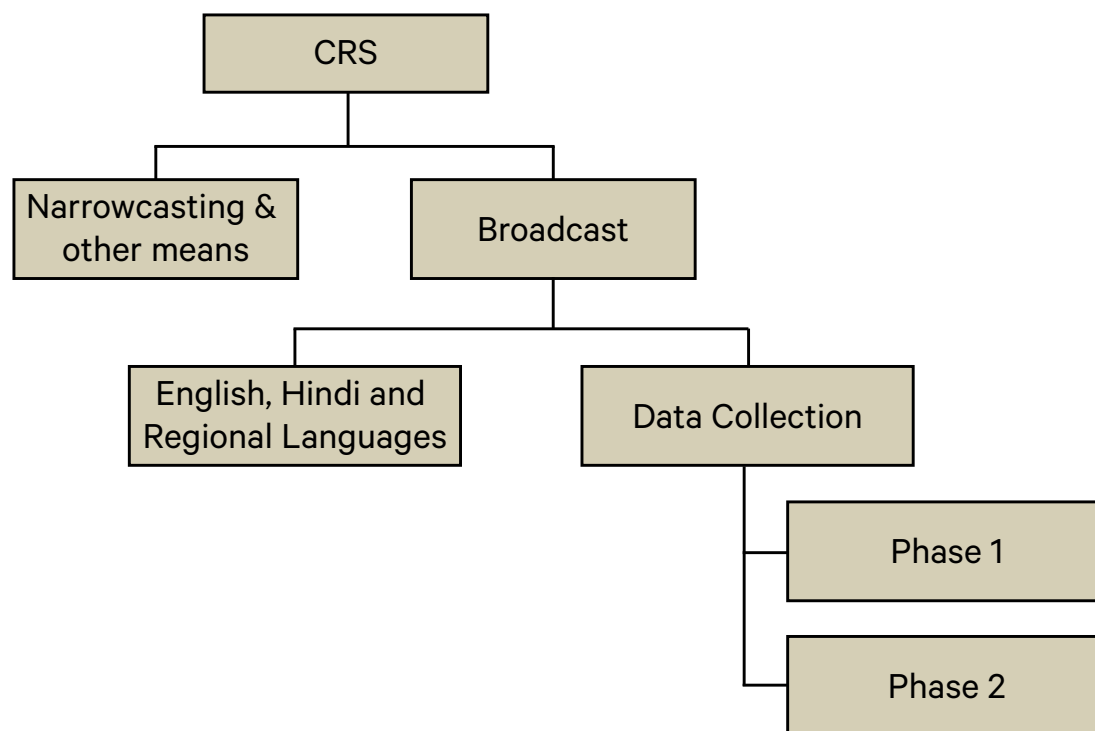


Figure 2.1: Project Framework

Objectives of the Project

The objectives of the project were to:

- Map community radios vis-à-vis a mutually-agreed-on approach that would help in meeting the representative aims.
- Organising online capacity building workshops to prepare all CRs for dissemination of the Immunity Campaign programme.
- Coordinating and monitoring CRS' activities.

Immune India through Community Radio

- Compiling the data and analysing
- Interpretation and Recommendation

Selection of Community Radio Stations

There are 316 CRS in India out of which 25 were selected using a purposive sampling technique with the following criteria:

- Active CRS which are functional
- Regional representation
- Language diversity
- Aspirational districts

Using these criteria, 25 CRS were selected from 5 regions of the country for this project. All communities and community members under each CRS were included as primary stakeholders in the project. The region-wise number of CRS is given in Table 2.1. A complete list of CRS is provided in Annexure 1.

Table 2.1: Zone-wise number of CRS

S. No.	Zones	Community Radio Stations Selected
1	North	5
2	Central & East Zone	6
3	West Zone	5
4	South	5
5	North East Zone	4
Total		25

Research Instruments for Data Collection

Data from primary sources of information was collected through a structured community radio survey questionnaire. The data was collected through both online and offline means. To consolidate the data collected through both the means, it was registered in Google Forms. Once the data was collected, the respective Zonal Coordinators had to submit a detailed report on the work done by the Community Stations that were assigned to them. The reports were collected three times- the first one as a fortnightly report of the first fifteen days which was submitted on 31st December 2020, the second one as a Phase-1 report on the pre-test part of the survey which was submitted on 25th January 2021 and the last one as a Phase-2 report on the second part of the survey, also serving as a closing report on the entire project and it was submitted on 15th February 2021.

The following research instruments were used for data collection:

Structured Questionnaire

The *Community Radio Survey Questionnaires- AYUSH CAMPAIGN 2020-21* was prepared by CEMCA in English for community members. Further, the respective CRS' translated the questionnaires

into their regional languages for better communication and understanding. The questionnaires (listed in Annexure 2) were handed out in two phases to gather information regarding how the community used the alternatives after listening to the broadcast for a month. The first survey questionnaire (Phase-1) was in effect for a period of 40 days from 10th December 2020 to 20th January 2021. It collected the basic demographic details of the respondents and sought to gather information regarding common health risks in the respective communities, physical activity, diet, health issues of the respondents, availability of healthcare centres etc. The questionnaire also contrived to determine the awareness of the respondents regarding alternative medicinal systems.

The second survey questionnaire (Phase -2) was in effect for a period of 20 days from 21st January 2021 to 10th February 2021. It too collected basic demographic details and focused on determining the impact of the Immunity Enhancement Campaign. The success stories were recorded and uploaded in the onedrive folder for the further reference.

Duration and Timeline of the Project

Considering the importance and exigency of the AYUSH Immunity Enhancement at the national level, the following time frame was followed for the project:

- Pre-preparation: 01st December 2020 till 09th December 2020
- Actual duration of Broadcast: 10th December 2020 till 10th February 2021
- Post project (data tabulation, report writing etc.): 11th February 2021 to 28th February 2021.
- Total duration: December 2020 to February 2021 (three months)

The details of the timeline for the project are given in Table 2.2.

Table 2.2: Schedule of implementing the Activities

Activity	December 2020	January 2021	February 2021
Pre-Preparation			
Orientation of CRS			
Capacity Building of CRS			
Actual Broadcast			
Data Collection from the Community			
Analysis and Report Writing			

Intervention Strategies

Broadcast of an Informational Programme

The Ministry of AYUSH and CEMCA produced an informational broadcast for the Immunity Enhancement Campaign. The programme was then reproduced in different state specific regional languages to help the Campaign reach out to more people.

The duration of the informational broadcast was approximately 12 minutes.



Each CRS prepared the broadcast schedule for the audio programme. However, the broadcasting schedule of the podcast by CRS' varied from one station to another. All the CRS prepared their broadcasting schedules and informed their communities in advance. The programme was broadcast at least two times by each CRS adding up to a daily airtime of at least 24 minutes. The CRS-wise broadcasting schedule is provided in Annexure 3.

Narrowcasting, Web Radio and Apps

Some CRS also did narrowcast of the programme to help the campaign penetrate and create an impact throughout the community. It was a very important measure that made sure that the information was carried out even to the most remote members. Innovative means such as Web Radio and App-based broadcast was also used in running the Campaign.

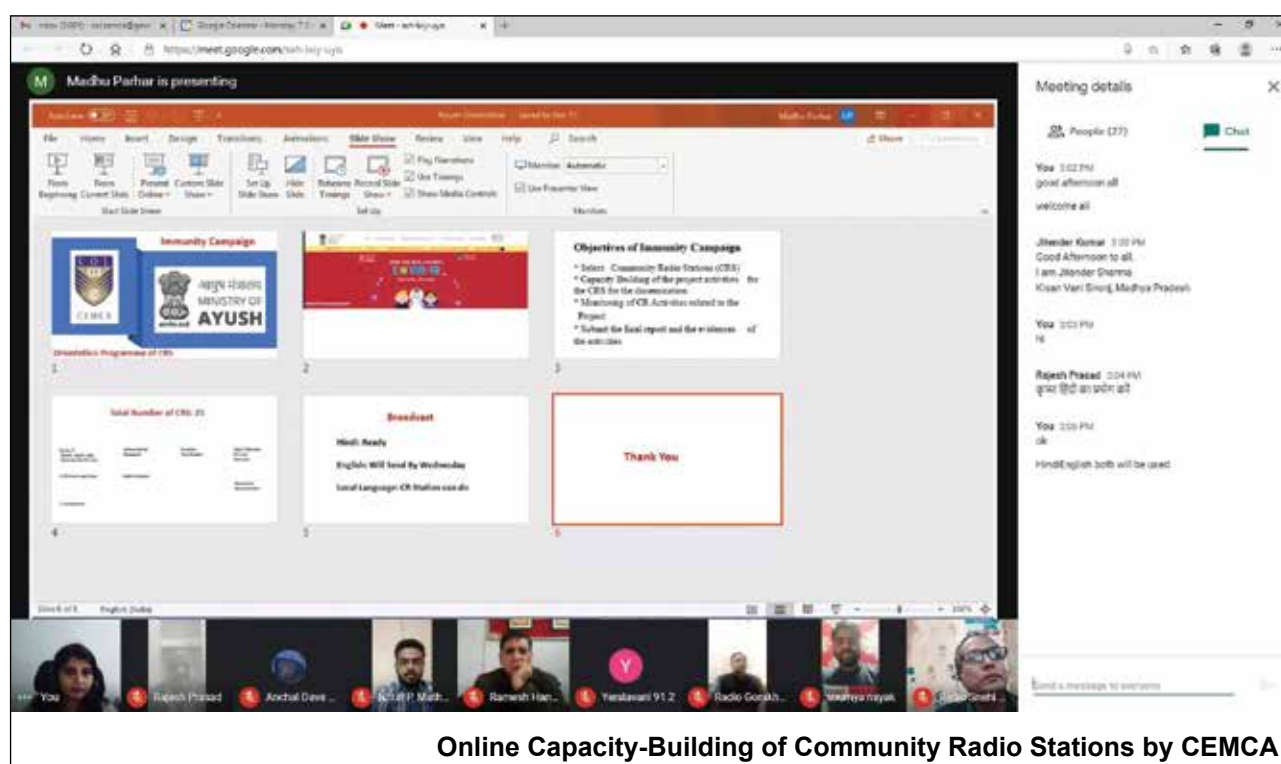


Capacity Building and Monitoring of Community Radio Stations

The project's activities started with the capacity building of various stakeholders such as the project team, CRS managers, zone-wise coordinators, and data collection personnel. Online capacity building programmes were organised in various steps (Table 2.3).

Table 2.3: Capacity Building and Review Meetings for CRS

S. No.	Capacity Building Programme	Date	Attended By
1	Orientation of CRS	07th December 2020	CRS, AYUSH Officials, CEMCA Team, Zonal Coordinators
Commencement of the Project 10th December 2020			
2	First Review Meeting	11th January 2021	CRS, AYUSH Officials, CEMCA Team, Zonal Coordinators
3	Second Review Meeting	10th February September 2021	CRS, AYUSH Officials, CEMCA Team, Zonal Coordinators
Culmination of the Project 10th February 2021			



Online Capacity-Building of Community Radio Stations by CEMCA

All the capacity building activities were organised online. Online meetings were attended by CRS' staff, AYUSH officials, CEMCA members and zonal coordinators.

Table 2.3 shows that the first capacity meeting was organised on 07th December 2020 to brief the 25 selected CRS on the activities and expectations of AYUSH Immunity Enhancement Campaign. Two more review meetings were conducted with CRS' and project coordinators on 11th January 2021 and 10th February 2021. The last meeting served as a post project review meeting with CRS' and project coordinators and it was organised by the Ministry of AYUSH and CEMCA.

Sample: Respondents

The purpose of this project was to promote immunity enhancement practices and help the Ministry of AYUSH in reaching out to people. For this, CRS were chosen as they are a low-cost medium which reach out to the rural community.

Table 2.4: Number of respondents

Number of respondents in Phase 1	Number of respondents in Phase 2	Total number of respondents in the project
8799	5054	13,853

Table 2.4 gives the number of respondents who filled the questionnaires as a part of Phase 1 and Phase 2. It also conclusively states the total number of respondents who were a part of the project including both the phases.



Data Collection Procedures

Both offline and online methods were used in the administration of the survey questionnaire. CEMCA created Google Forms for both the questionnaires in English and sent them to the CRS. Some CRS reproduced the survey in their local languages to help the people understand the questions better, thus helping the accuracy of the survey. The Google Forms were circulated among the community members, but it had limitations because not everyone was literate or had access to smartphones. Field visits and offline surveys had to be carried to accommodate all sections and age groups.

Data collection was closely monitored by the zonal project coordinators. A detailed report was submitted by the zonal coordinators during the different stages of the project. Activities were closely monitored by CEMCA's project team.

The data was tabulated and analysed at CEMCA for interpretation.

The next chapter describes the Findings of the Survey.



Chapter 3:

Findings and Discussion

This chapter provides an analysis of the socio-demographic profile of the community members who listened to the Immunity Enhancement Campaign broadcast. A total of 13,853 respondents from different social backgrounds and age-groups were sampled for the survey that was carried out in two phases. These respondents were selected by 25 Community Radio Stations that are spread out across five zones of the country. The data was collected over a period of two months from 10th December 2020 to 10th February 2021. Phase 1 of the survey was carried out and ranged over a period of 40 days from 10th December 2020 to 20th January 2021; Phase 2 that was carried out and ranged over a period of 20 days from 21st January 2021 to 10th February 2021.

Part A of this chapter analyses and briefly interprets the various demographic characteristics of the respondents. Supporting graphs and figures are provided under each variable. The information gathered from the communities through open-ended questions is also analysed in this part.

Part B gives a detailed zone-wise report and discusses the efforts made by each Community Radio Stations in the current project.

Part A: Respondents' Demographic Profile

This section of the report endeavours to analyse the data collected through the survey carried out during the campaign. The survey was done in two phases- Phase 1 and Phase 2, with the intention of analysing existing conditions and determining the impact of the campaign after a month. Phase 1 of the survey was carried out over a period of 40 days from 10th December 2020 to 20th January 2021 and Phase 2 was done over a period of 20 days from 21st January 2021 to 10th February 2021. Given below is a brief analysis of all the questions that were posed to the respondents.

Phase 1

Gender

The first question asked to respondents of the survey was regarding gender. It was important to determine the outcome of gender composition as the behaviour of male and female respondents might differ when it comes to listening to CR. Figure 3.1 shows the gender composition in Phase 1 of the survey. The analysis of

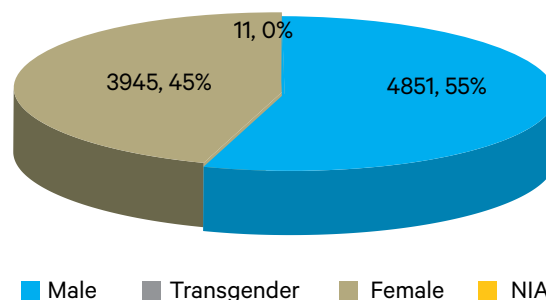


Figure 3.1: Gender composition of respondents in Phase 1

the data shows that 55 percent of the respondents were male and 45 percent were female. Only two respondents among all identified themselves as transgender while 11 respondents chose not to disclose their gender.

Age

The second question that was posed as a part of collecting the demographic profile of the respondents was regarding their age. The age of the community members was collected as a continuous variable. Figure 3.2 defines the composition of respondents belonging to different age groups. The analysis of the data shows that most of the respondents in the survey are youth belonging to the age group of 21-30 years. They form 34 percent of the total respondents. 28 percent of the respondents belong to the age group of 31-40 years. Together these two sections form the majority of the respondents by adding up to a total of 62 percent. The reason for this might be that the survey forms were circulated widely as Google Forms, and both these age groups are more used to technology and social media as compared to people of other age groups. People aged 41-50 years formed 20 percent of the total number. People aged 51-60 formed 7 percent of the total respondents and people aged 20 or less formed 6 percent of the respondents. 44 respondents chose not to disclose their age. The analysis also points out that the number of senior citizens were the least, forming just 4 percent of the total respondents.

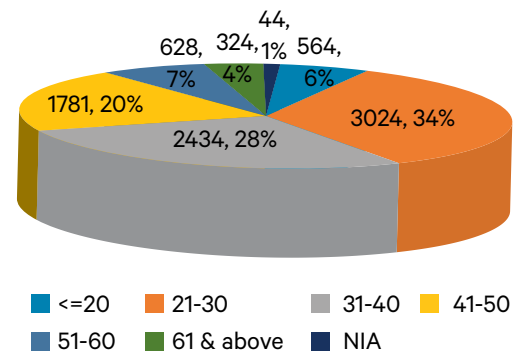


Figure 3.2: Age-range of respondents in Phase 1

Radio Listening

This is an important question because the Immunity Enhancement Campaign was run through Community Radio Stations from across the country. The outreach of the campaign depended a lot on the number of listeners in the communities.

Figure 3.3 shows that 90 percent of the total respondents in the survey said that they listened to radio. Community Radio Stations adopt various ways to reach out to the community they are catering to, like Broadcast, Narrowcast, Web Radio etc. The listeners could be listening to radio programmes through any of these ways. Only 8 percent of the respondents said that they were non-listeners. 2 percent of the respondents chose not to respond to these questions.

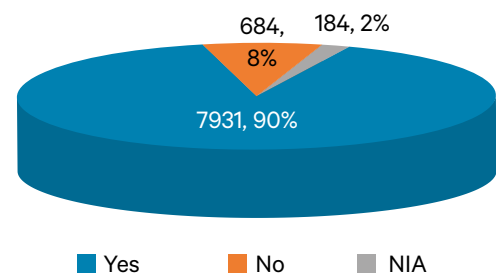


Figure 3.3: Composition of radio listeners

The respondents were further asked that if they listened to radio, what time were they mostly likely to tune in.

An analysis of figure 3.4 shows that most people agreed that they listened to radio but didn't mention the time that they were mostly likely to tune in. This category forms 46 percent of the total respondents. This might be because of the fact most people tune in to radio programmes at random hours. 14 percent of the total respondents said that they listened to radio in the afternoon or evening and 13 percent said that they preferred listening to radio during the morning hours. 11 percent of the

Immune India through Community Radio

respondents preferred to listen to radio at night. 2 percent of the respondents admitted that they were not active listeners. Nearly two percent of the respondents chose not to answer this question. Negligible ratios of the respondents fell in the other categories mentioned in the figure.

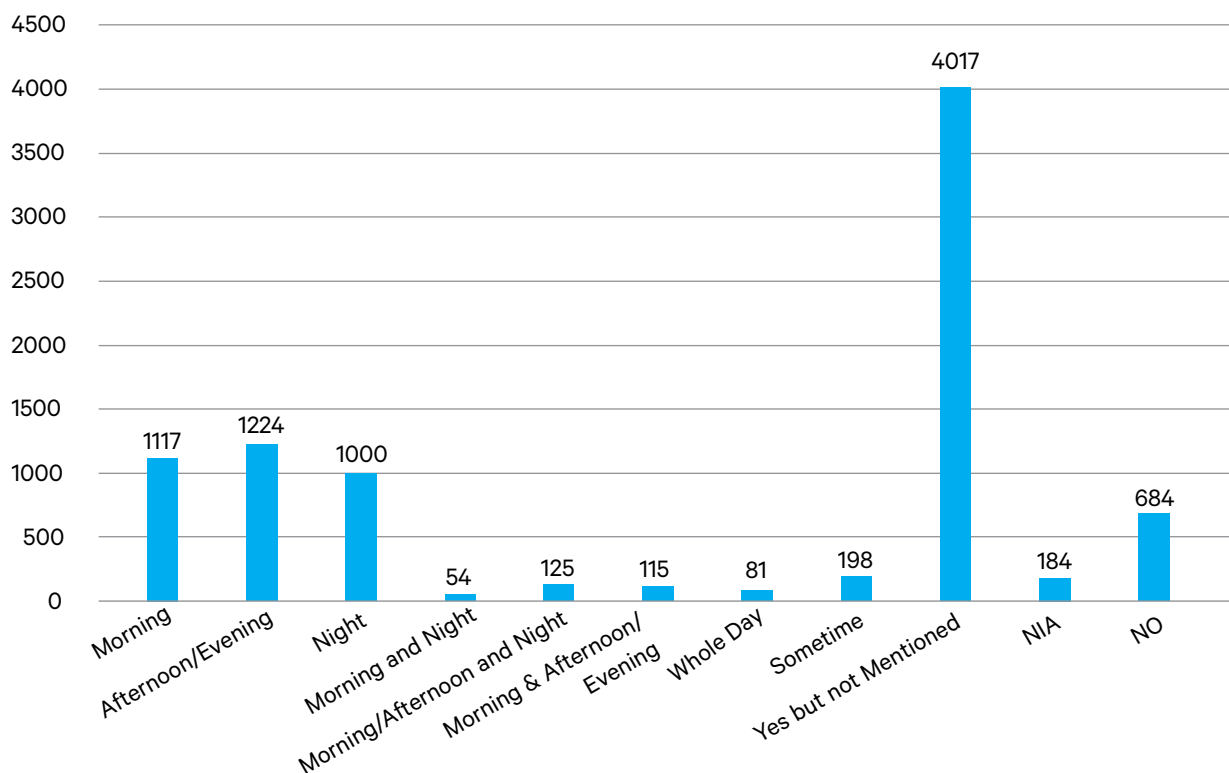


Figure 3.4: Most preferred time for listening to radio

Health-related programmes on radio

This question was almost a continuation of the previous one and tried to determine how many people actually listened to health-oriented programmes run by Community Radio Stations.

82 percent of the total respondents in the survey stated that they listened to health-oriented programmes run by the respective community radio stations (Figure 3.5). These programmes play a crucial role for the community by informing people about different campaigns, addressing health issues, providing suggestions for prevention and cure etc. 17 percent of the respondents denied listening to health-oriented programmes on radio. There is a possibility that they might have access to health-orient content through other means of communication. A negligible number of respondents did not respond to the question.

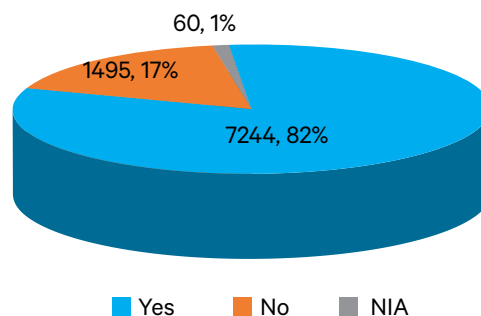


Figure 3.5: Listening to health-related programmes on radio

Reading articles related to health

This question was posed to determine whether the respondents had access to health-oriented content through the means of offline or online print media. 57 percent of the respondents stated that they

read articles related to health. This could be through the means of newspaper, online print media etc. A relatively low number of respondents responded in positive to this question might be because of the fact that most of the it respondents were from rural areas, and the literacy rate in rural areas is less than that of people in urban areas. 39 percent of the respondents denied reading content related to health while 4 percent chose not to respond to the question.

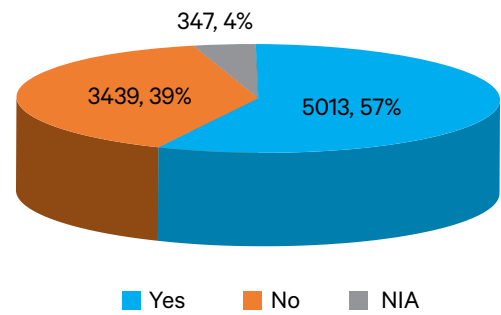


Figure 3.6: Reading articles related to health

Health-oriented programmes on TV or other media

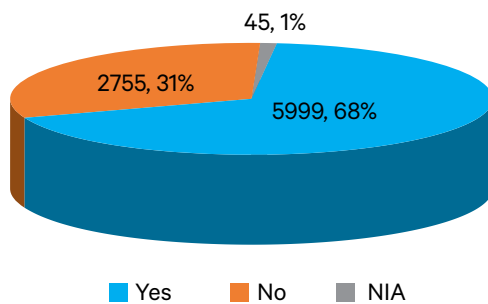


Figure 3.7: Watching programmes related to health

This question sought to determine the number of people who preferred to watch health-oriented content on either television or other visual media. 68 percent of the respondents stated that they watched content related to health on television or other visual media (Figure 3.7). A lot of health-related content is also available on social media platforms nowadays. There are numerous programmes that host live interactions with medical experts and address different health issues. 31 percent of the respondents did not watch health-oriented content on visual media. A negligible proportion of the respondents did not respond to this question.

The analysis of the questions regarding accessing health-oriented content through different forms of media can prove helpful in planning further campaigns or programmes related to health and ensure maximum outreach.

Susceptibility to cold and flu

This question was posed to the respondents to determine how susceptible the community to cold, flu or common infections. The analysis of this data shows that 75 percent of the respondents stated that they do not tend to be infected by common cold, flu etc frequently while 24 percent of the respondents stated that they were susceptible to the same (Figure 3.8). This analysis can be an indication of the immunity of the respondents surveyed.

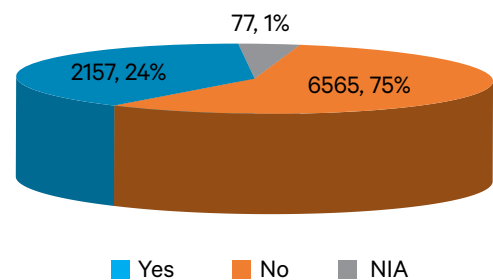


Figure 3.8: Susceptibility to cold and flu

Infection in the last six months

83 percent of the respondents responded that they had not contracted any infections in the last six months while 16 percent stated that they did (Figure 3.9). The analytical outcome of this question becomes relevant keeping in mind the COVID-19 pandemic that affected nearly 11.1 million people worldwide at the time of writing this report. The analysis proves that most people in the rural areas have remained relatively unscathed.

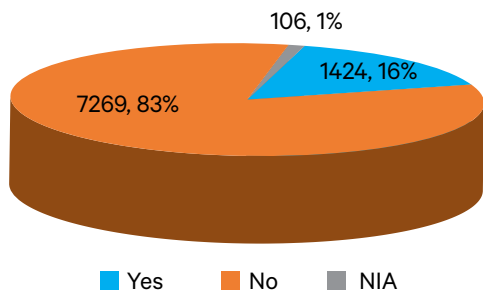


Figure 3.9: Infection in the last six months

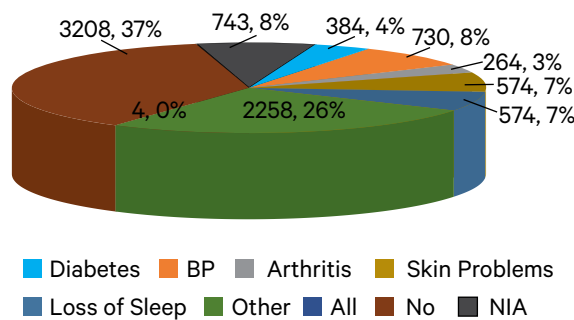


Figure 3.10: Susceptibility to various diseases

Susceptibility to various diseases

The respondents were asked whether they suffered from common lifestyle diseases or health issues such as blood pressure, diabetes, arthritis, skin problems, loss of sleep etc. (Figure 3.10). 55 percent of the respondents admitted to suffering from one or the other kind of health issues. 26 percent of the total respondents stated that they suffered from health issues other than the ones mentioned in the survey questionnaire. 12 percent of the respondents suffered from either diabetes or blood pressure. 14 percent of the total respondents suffered from either skin problems or loss of sleep. 3 percent of the respondents stated that they suffered from arthritis, which is mostly common in senior citizens. 37 percent of the respondents stated that they are free of any health issues. 8 percent of the respondents did not respond to the question.

Immunity Enhancement

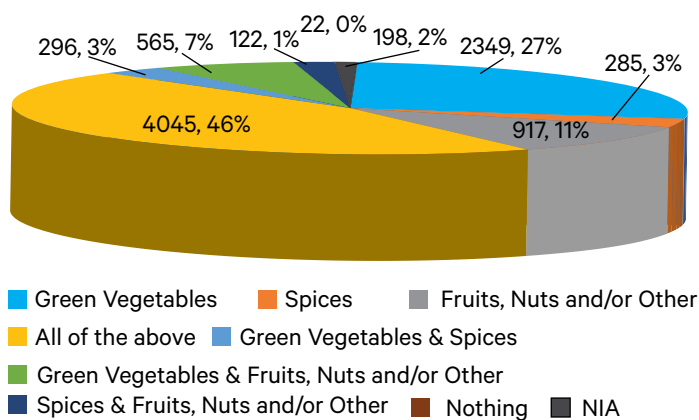


Figure 3.11: Constituents of diet

respondents included one or more of the listed options in their diet. All of these together constitute a healthy, balanced diet which is very essential for a robust immune system.

The respondents were asked to choose from a variety of options to determine the elements they included in their diet to improve their immunity. 46 percent of the respondents stated that they consumed all the listed things such as green vegetables, spices, fruits, nuts etc. (Figure 3.11). Green vegetables were the most preferred intake as 27 percent of the respondents stated that it was a part of their diet. 11 percent stated that they took fruits, nuts etc while 3 percent preferred spices. Many

Vitamin supplements

The respondents of the survey were asked if they took any vitamin supplements in addition to the constituents in their diet. Only 35 percent of the respondents admitted to taking any vitamin supplements while a majority of 63 percent denied the intake of any supplements. 2 percent of the respondents did not respond to the question (Figure 3.12).

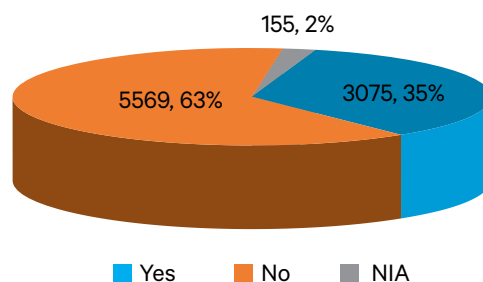


Figure 3.12: Intake of vitamin supplements

Engagement in physical activities

Exercise and other physical activities are related positively to health and wellness. Studies over the years have proved that people who regularly engage in an optimum amount of physical activity are less prone to lifestyle diseases and other health issues such as obesity, lack of sleep etc. The respondents were asked whether they had an exercise routine or engaged in physical activities regularly (Figure 3.13). 52 percent of the respondents stated that they regularly engaged in physical activities or had an exercise routine. Astoundingly, 46 percent of the respondents admitted that they did not engage themselves in any physical activity. 2 percent of the respondents did not respond to the question.

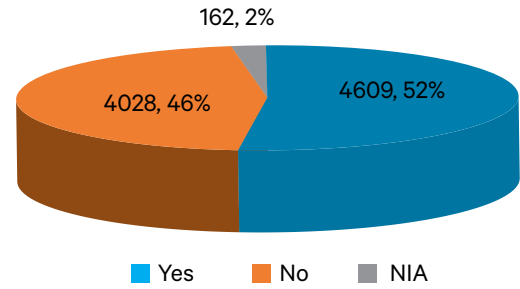


Figure 3.13: Engagement in exercise or physical activity

Access to public health centre

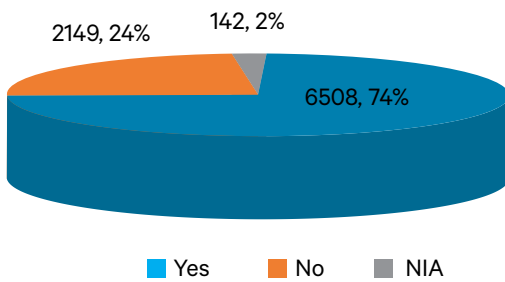


Figure 3.14: Access to Public Health Centre

The availability of public health centres is very important in working towards a healthy society. The more the number of public health centres and the better the facilities, more are the chances of having a healthy society. Respondents were asked whether they had a public health centre in their locality. Figure 3.14 shows that 74 percent of the respondents stated that they had access to a public health centre while 24 percent denied having access to a public health centre.

Preferred type of treatment

There are a lot of treatment methods available in India like Allopathy, Ayurveda, Yoga, Unani, Siddha, Homeopathy, Naturopathy etc. The respondents were asked to state what system of treatment they would prefer in times of an illness. A majority constituting 45 percent of the total respondents chose Allopathy as their most preferred treatment method (Figure 3.15). 18 percent of the respondents preferred other treatment methods than those that were listed in the questionnaire.

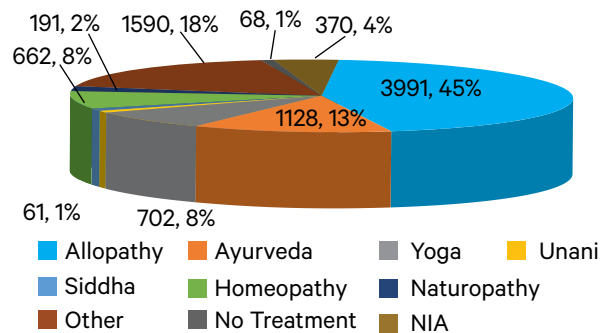


Figure 3.15: Preferred treatment type

A combined 32 percent of the total respondents chose the AYUSH systems including Naturopathy. Ayurveda was the most preferred among the AYUSH systems with 13 percent respondents opting for it while Yoga and Homeopathy were each preferred by 8 percent, amounting to a total of 16 percent. Nearly 5 percent of the respondents preferred not to respond to the question.

Access to Ayurveda Centre

Ayurveda is the most preferred treatment method among the AYUSH systems. But only 44 percent of the total respondents stated that they had an Ayurveda centre in their vicinity (Figure 3.16). 54 percent of the respondents denied having access or knowing of an Ayurveda centre in their vicinity.

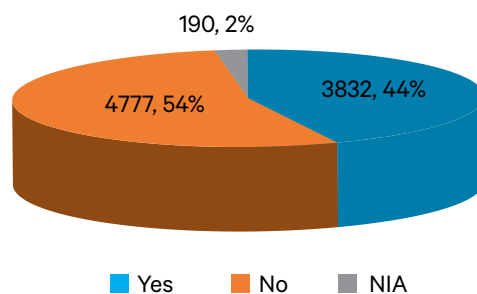


Figure 3.16: Access to Ayurveda Centre

Access to Yoga Centre

When asked about the availability of a Yoga centre in their vicinity, 67 percent of the respondents denied knowing of or having access to a Yoga centre in their locality. Only 30 percent of the total respondents had access to one. 3 percent did not respond to the question (Figure 3.17).

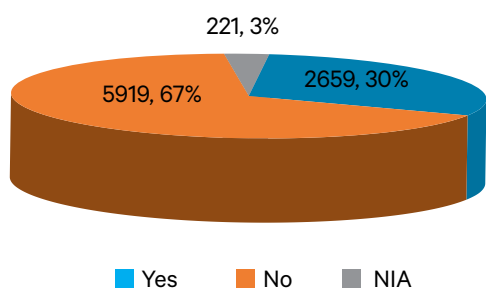


Figure 3.17: Access to Yoga Centre

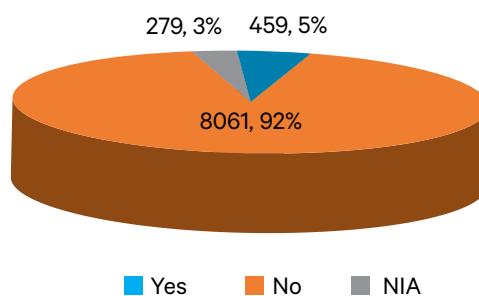


Figure 3.18: Access to Unani Centre

Access to Siddha Centre

As depicted in Figure 3.19, 93 percent of the respondents denied knowing of or having access to a Siddha Centre in their vicinity. A marginal 4 percent said that they had access to one while 3 percent of the respondents did not respond to the question.

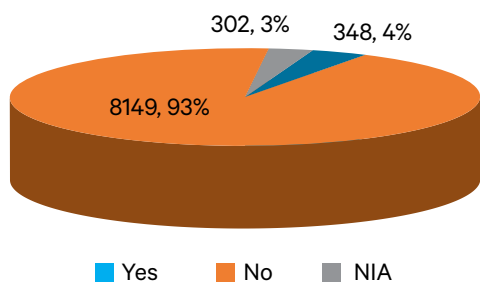


Figure 3.19: Access to Siddha Centre

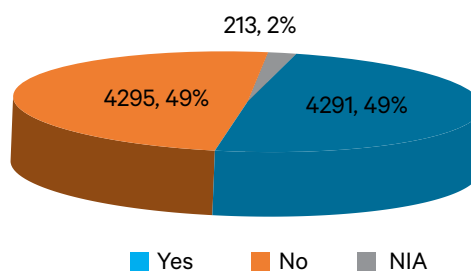


Figure 3.20: Access to Homeopathy Centre

Conclusion

Analysis of the data collected during Phase 1 of the survey reveals the following:

- 55 percent of the respondents were male and 45 percent were female. There were two 2 respondents from the transgender community and 11 respondents chose not to respond to this question.
- 6 percent of the respondents were below 20 years of age, 34 percent of the respondents belonged to the age-group 21-30 years while 28 percent were from the age-group 31-40 years. 20 percent of the respondents belonged to the age-group 41-50 years, 7 percent belonged to the age-group 51-60 years and 4 percent were above 60 years of age.
- 90 percent of the respondents were radio listeners while 8 percent of the respondents denied being so. 2 percent of the respondents did not answer the question.
- 46 percent said that they listened to radio at random hours. 14 percent tuned in the afternoon or evening, 13 percent did so in the morning and 11 percent during the night. 2 percent of the respondents said that they were not active listeners. There was a negligible number of listeners who fell under other categories.
- 82 percent of the respondents said that they listened to health-related programmes on radio while 17 percent denied doing so. 1 percent of the respondents did not answer the question.
- 57 percent of the respondents stated that they read articles related to health and 39 percent denied doing so. 4 percent of the respondents chose not to answer.
- 68 percent of the respondents said that they watched health-oriented programmes on television and 31 percent did not do so. 1 percent of the respondents chose to skip the question.
- 75 percent of the respondents denied being susceptible to cold and flu while 24 percent reported being susceptible to the same. 1 percent of the respondents chose not to answer.
- 83 percent of all the respondents reported that they did not contract any infections in the last six months while 16 percent agreed to catching some infection in the recent six months. 1 percent of the respondents did not answer the question.
- 36 percent of the respondents stated that they did not suffer from any chronic, non-communicable diseases. 8 percent of the respondents reported suffering from Blood Pressure, 4 percent suffered from Diabetes, 14 percent suffered from either loss of sleep or skin problems and 3 percent reported suffering from arthritis. 8 percent of the respondents chose not to answer the question.



Immune India through Community Radio

- 46 percent of the respondents said that they took spices, nuts, fruits, green vegetables and other things to enhance their immunity. 40 percent of the respondents took one or the other among the listed items and many took more than one of the listed items.
- 63 percent of the respondents denied the intake of any vitamin supplements while 35 percent agreed that they did. 2 percent of the respondents did not answer the question.
- 52 percent of the respondents said that they regularly engaged in physical activities while 46 percent said that they did not. 2 percent of the respondents chose to skip the question.
- 74 percent of the respondents agreed that they had access to a Public Health Centre while 24 percent denied having access to one. 2 percent did not respond to the question.
- 45 percent of the respondents chose Allopathy as their most preferred treatment method. 13 percent preferred Ayurveda, 8 percent preferred Yoga, 1 percent preferred Siddha, 8 percent preferred Homeopathy and 2 percent preferred Naturopathy. Only a negligible amount preferred Unani. 18 percent chose other treatment methods. 4 percent of the respondents did not answer the question.
- 44 percent of the respondents said that they had access to an Ayurveda Centre while 54 percent denied having access to one. 2 percent skipped the question.
- 30 percent of the respondents agreed on having access to a Yoga Centre while 67 percent denied it. 3 percent chose not to respond.
- 92 percent denied having access to a Unani Centre and only 5 percent agreed on having access to one. 3 percent did not answer the question.
- 93 percent denied having a Siddha Centre in their vicinity while only 4 percent said that they had access to one. 3 percent did not respond to the question.
- 49 percent of the respondents said that they had access to a Homeopathy Centre and an equal number of respondents denied the same. 2 percent did not answer the question.



Phase 2

The questionnaire circulated during Phase 2 of the survey also began with collecting basing the demographic details regarding age and gender, and later focused on specific outcomes and feedback regarding the campaign. A brief analysis of the data collected during Phase 2 is given below.

Gender

As in Phase 1, the majority of the respondents were male in Phase 2 as well. Out of the total respondents who were part of the survey in Phase 2, 59 percent were male and 41 percent were female. No respondents belonged to the transgender community, and 2 respondents chose not to disclose their gender.

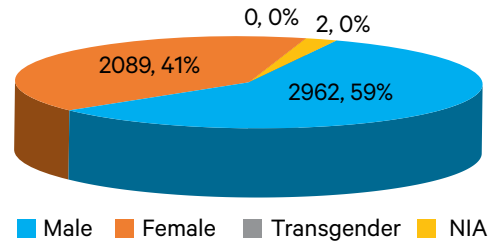


Figure 3.21: Gender composition of respondents in Phase 2

Age

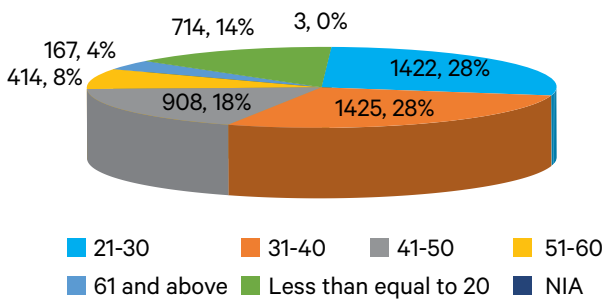


Figure 3.22: Percentage of respondents from different age-groups

Figure 3.22 shows percentage of respondents belonging to different age groups in Phase 2. Unlike Phase 1 where most respondents belonged to the age-group 21-30 years, most respondents belong to the age-group 31-40 years in Phase 2. Collectively these two categories formed the majority of the total respondents in Phase 2, adding up to 56 percent. 18 percent of the respondents belonged to the age group 41-50 years, while 14 percent belong to the age group 51-60 years. The least number of respondents belonged to the age-group 61 years and above, comprising senior citizens. Three respondents preferred not to disclose their age.

Impact of immunity enhancement campaign

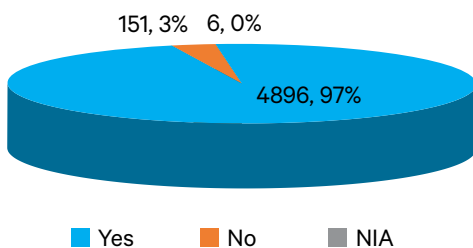


Figure 3.23: Impact of the campaign

97 percent of the total respondents surveyed in Phase 2 were of the opinion that the Immunity Enhancement Campaign run by the Ministry of AYUSH was helpful to them. This points towards the good reception that the campaign has had among the communities across the country.

Listening to the programme and follow instructions

According to figure 3.24, 90 percent of the total respondents said that they listened to the programme and followed the suggestions to enhance immunity. Only 10 percent of people stated that they could not listen to the programme. This shows that the campaign run through Community Radio Stations has been successful in reaching a large section of the respective communities spread across the nation.

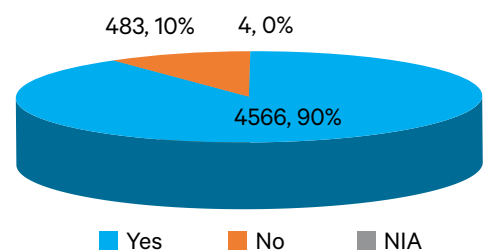


Figure 3.24: Practising the suggested measures

Suggestions after listening to the programme

Figure 3.25 shows that the respondents of the survey adopted the different suggestions put forward during the campaign. A large of the respondents fall under the ‘Other’ category as they adopted more than one measure. A separate number segregation of such data was not possible and hence was categorised under a single title named ‘Other’.

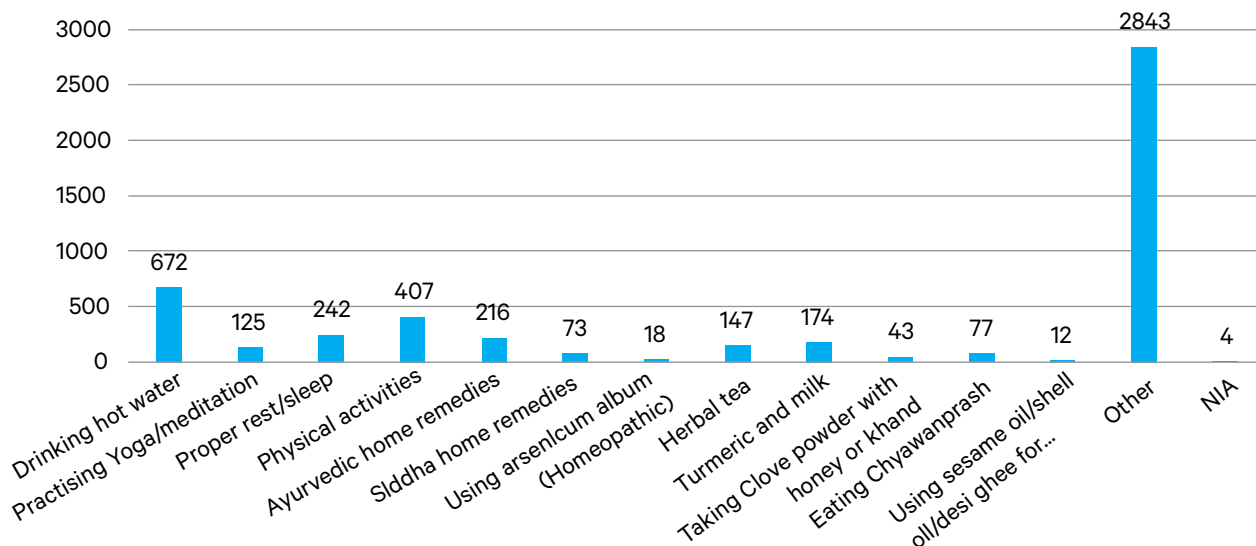


Figure 3.25: Practises adopted from the campaign

Change after adopting the suggestions

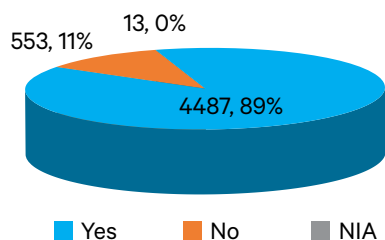


Figure 3.26: Impact of adopting the suggestions in the programme

As seen in figure 3.26, 89 percent of the total respondents are of the view that they noticed effective changes after adopting the suggestions and practises put forth in the programme. 11 percent of the respondents denied noticing any significant changes. This might be due to the fact that they either did not adopt the suggestions in the first place or had already been practising them; other unspecified factors can also be the reason for this.

Information on different systems of medicine

As depicted in figure 3.27, most of the respondents would like to know more about Ayurveda. This might be because it is a treatment method that has been in practise in India for a long time and people trust it to be an effective treatment method. Ayurveda and Homeopathy are also amongst the most preferred treatment methods apart from Allopathy. After Ayurveda,

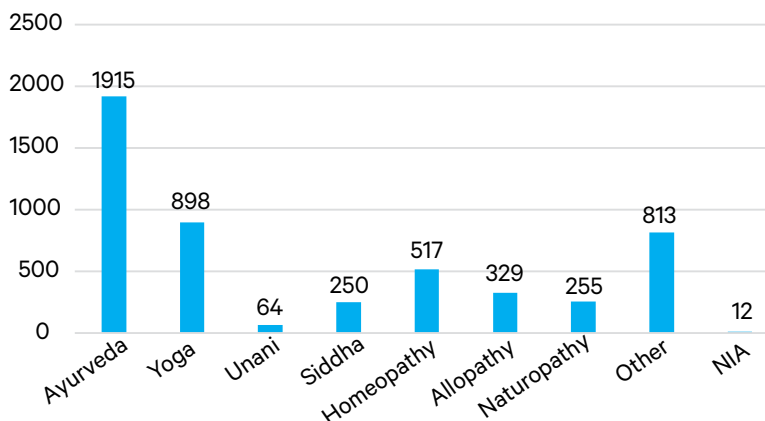


Figure 3.27: Systems of medicine that respondents want to know

Yoga and Homeopathy are the methods that people would like to know more about. A fair number of respondents also want to know more about other treatment methods along with Naturopathy, Siddha and Unani.

Effectiveness of AYUSH systems of medicine

Figure 3.28 shows that 89 percent of the respondents surveyed believe that the AYUSH systems can be effective treatment methods in their community while only 11 percent of the respondents disagreed to the same. This shows that the people from different parts of the country trust AYUSH systems to be effective and are ready to adopt them.

Difficulty in finding the AYUSH treatment methods in the community

31 percent of the respondents stated that they had trouble finding the AYUSH treatment methods in their locality. 68 percent of the respondents stated that they did not face much trouble in finding access to these treatment methods nearby. But these figures vary across different zones and the different types of treatment methods.

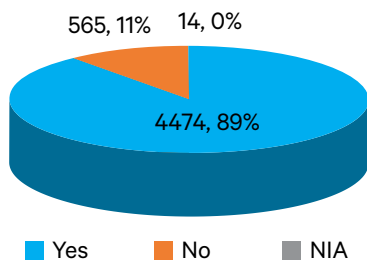


Figure 3.28: Opinion on efficacy of AYUSH systems of medicine

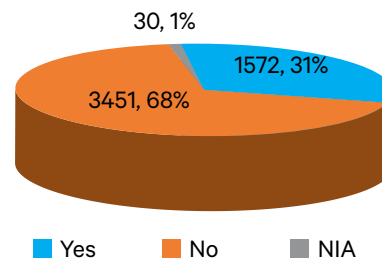


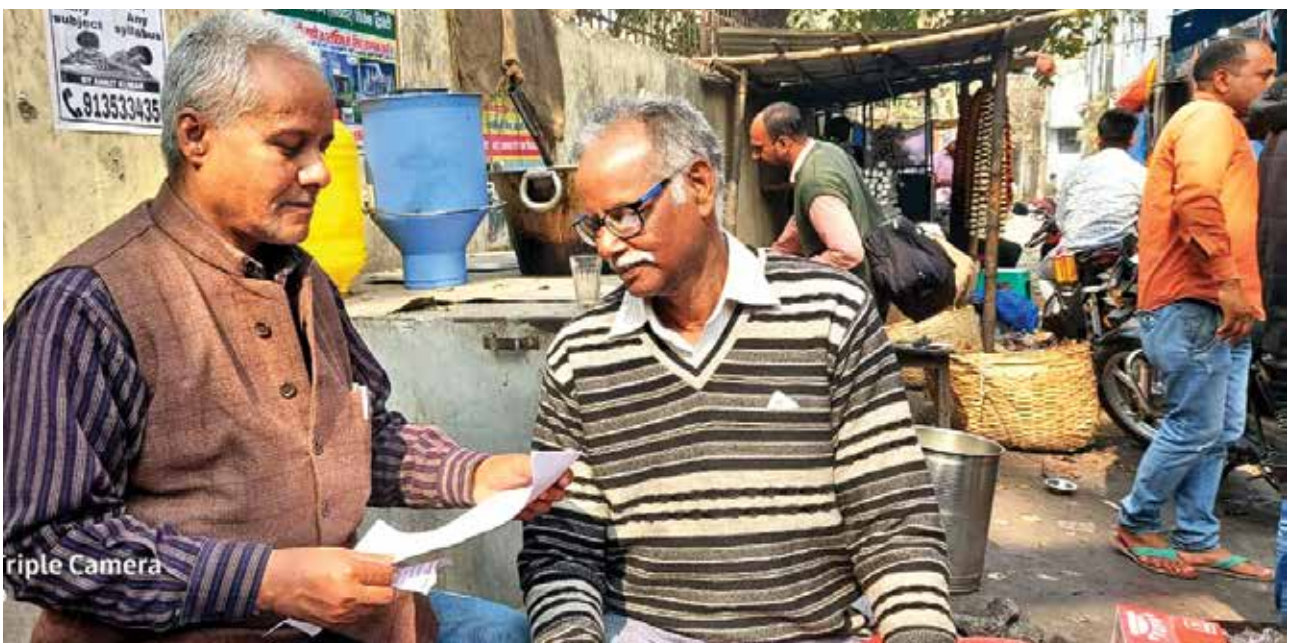
Figure 3.29: Difficulty in finding AYUSH treatment methods nearby



Conclusion

Analysis of the data collected during Phase 2 of the survey reveals the following:

- 59 percent of the respondents in Phase 2 of the survey were male and 41 percent were female. None of the respondents belonged to the transgender community and 2 respondents chose not to disclose their gender.
- 14 percent of the respondents were less than 20 years of age. 28 percent belonged to the age group 21-30 years, 28 percent belonged to the age group 31-40 years, 18 percent belonged to the age group 41-50 years, 8 percent belonged to the age group 51-60 years and 4 percent were above 60 years of age. 3 respondents chose not to reveal their age.
- 97 percent of all the respondents stated that the Immunity Enhancement Campaign was helpful to them.
- 90 percent of the respondents said that they listened to the programme and adopted the suggested measures. Most of the respondents adopted more than one measure.
- 89 percent of the respondents were of the opinion that they observed significant changes after adopting the suggested measures.
- Most of the respondents wanted to know more about Ayurveda, followed by Yoga, Homeopathy, Naturopathy, Siddha, Unani and other systems of medicine. Some respondents also wanted to know more about Allopathy.
- 89 percent of the respondents believed that the AYUSH systems of medicine can be effective treatment methods in their community.
- 31 percent of the respondents reported having difficulties in finding the AYUSH treatments methods in their community.



Part B: Zone-wise reports

From the North Zone

From the West Zone

From the South Zone

From the North-East Zone

From the Central & East West Zone



North Zone Report

The Ministry of AYUSH collaborated with CEMCA to run an Immunity Enhancement Campaign throughout the country in the wake of the COVID-19 pandemic. CEMCA, along with the Ministry of AYUSH, selected 25 Community Radio Stations (CRS) from across five zones in the country and engaged them for this campaign. From the North Zone five CRS from Jammu & Kashmir, Uttarakhand, Chandigarh and Uttar Pradesh were chosen for this campaign, in which two are from Uttar Pradesh and one each are from Chandigarh, Jammu & Kashmir and Uttarakhand. They are listed below in Table 3.1.

Table 3.1: List of CRS in North Zone

Name of CRS	District	State
Radio Chitkara	Chandigarh (UT)	Chandigarh (UT)
Radio Sharda	Jammu	Jammu & Kashmir
Radio Dehradun	Dehradun	Uttarakhand
Radio Gorakhpur	Gorakhpur	Uttar Pradesh
Waqt ki Awaaz	Kanpur-Dehat	Uttar Pradesh

Radio Chitkara, Radio Sharda, Radio Gorakhpur and Radio Dehradun in the North Zone have a range of nearly 15 kilometres, and Waqt ki Awaaz has a range of 25 kilometres.

Immune India through Community Radio

“ आयुष मंत्रालय द्वारा चलाया गया प्रोग्राम बहुत ही ज्ञानवर्धक है। इस कार्यक्रम से जानकारी हुआ कि संक्रमण से बचाव के लिए आयुर्वेद पद्धति का प्रयोग करना चाहिए जिसमें काढा पीना, गर्म पानी पीना, हल्दी दूध च्यवनप्रास का सेवन करने से रोगप्रतिरोधक क्षमता बढ़ती है। रेडियो में बताया गया कि गले में खरास या दर्द होने पर तुलसी व पुदीने को पानी में उबाल कर गरारा करने से दर्द ठीक होता है, हमने ऐसा किया और हमे लाभ हुआ।

संगम दूबे

“ *The Ministry of AYUSH's Immunity Enhancement Campaign is very informative. I learnt that adopting different remedies of Ayurveda can be helpful in enhancing immunity. I adopted these practices and have benefitted from them.*

Sangam Dubey, Gorakhpur, Uttar Pradesh

Approximate number of listeners

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station incharges have come up with an approximate number based on the population and the range of the respective community radio stations. The number of listeners are given in Table 3.2.

Table 3.2: Approximate number of listeners

Name of CRS	Number of Listeners
Radio Chitkara	35,000
Radio Sharda	15,000
Radio Dehradun	2,00,000
Radio Gorakhpur	3,50,000
Radio Waqt ki Awaaz	73,000
Total	6,73,000

Mode of transmission of the campaign

Community Radio Stations, like other radio stations, primarily use the broadcasting mode of transmission but since most of them operate among rural communities, they also resort to narrowcasting to reach more audience and help their respective community to know about important information. Narrowcasting is an effective technique in communities/regions where people don't have access to radio sets or are not used to listening to the radio. Other means of transmission used are Internet Media, social media etc. Given below are the modes of transmission used by the Community Radio Stations in the North Zone to promote the AYUSH Immunity Campaign.

Table 3.3: Mode of transmission

Name of CRS	Mode of Transmission
Radio Chitkara	Broadcast
Radio Sharda	Broadcast and Internet Radio
Radio Dehradun	Broadcast
Radio Gorakhpur	Broadcast
Radio Waqt ki Awaaz	Broadcast and Narrowcast

Schedule of the Broadcast

Table 3.4: Broadcast Schedule of North Zone

Days (10/12/20-10/02/21)	Name of CRS	Broadcast Time
Sunday to Saturday	Radio Chitkara	1.00 PM, 3.00 PM & 8.00 PM
Sunday to Saturday	Radio Sharda	Thrice a day at different timings
Sunday to Saturday	Radio Dehradun	Four times between 7.00 AM & 7.00 PM
Sunday to Saturday	Radio Gorakhpur	7.00 AM & 8.00 PM
Sunday to Saturday	Waqt ki Awaaz	1.31 PM & 8.13 PM

All the CRS in the North Zone broadcast the programme at least twice a day in their schedule from 10th December 2020 to 10th February 2021. Radio Chitkara and Radio Sharda broadcast the programme thrice a day, clocking an airtime of at least 36 minutes each. Radio Dehradun broadcast the programme four times daily, hence clocking an airtime of at least 48 minutes. Radio Gorakhpur and Waqt ki Awaaz both clocked 24 minutes each by broadcasting twice a day.

Language(s) used

Initially, all the Community Radio Stations were provided with the audio programme in Hindi and English along with their scripts. The stations were given the opportunity to translate the content into their own regional languages to reach out efficiently to the respective local communities.

Radio Chitkara, Radio Gorakhpur and Waqt ki Awaaz broadcast the programme in Hindi, while Radio Dehradun used both the Hindi and English versions. Radio Sharda developed a Kashmiri version of the programme.

Methodology

All the Community Radio Stations in the Zone adopted a similar methodology for the current project. The Hindi version of the programme was used mostly by the CRS in the zone along with regional languages and dialects. Survey forms were circulated, and the data was collected. Google Forms were used by all the stations as a uniform means of data collection. The following is a brief individual report of each station.

Radio Chitkara- At Radio Chitkara, the survey was conducted online through the means of e-mail, WhatsApp etc. It made collection of data a hassle-free task.

Radio Sharda- Radio Sharda actively promoted the campaign by running a string of complementary health-oriented programmes. It interacted with listeners frequently and the data was collected through both offline and online means.

Radio Dehradun- Radio Dehradun did field visits and collected the data manually from its community members and later integrated the same into Google Forms created with the support of CEMCA.



Radio Gorakhpur- For Radio Gorakhpur that caters to a largely rural community, data collection through online means was difficult. Hence, the staff at Radio Gorakhpur did field visits to promote the campaign and carry out the survey. The data collected manually was later integrated into Google Forms created with the support of CEMCA.

Waqt ki Awaaz- Waqt ki Awaaz interacted with the local community during the campaign. On fields visits played a crucial role in promoting the campaign and clarifying the doubts of the community. Phone-in service was used, and the data was collected through online and offline surveys, and was later integrated in the Google Forms.

Analysis

Table 3.5: Numbers of respondents in different phases

Name of CRS	No.of respondents in P1	No.of respondents in P2	Total Number of Respondents
Radio Chitkara	355	201	556
Radio Sharda	350	202	552
Radio Dehradun	213	218	431
Radio Gorakhpur	400	200	600
Waqt ki Awaaz	402	202	604
Total Respondents in North Zone	1720	1023	2743

Radio Chitkara- The survey was carried out by Radio Chitkara amongst people from different age groups. Most of the respondents were listeners of radio programmes and also read and watched health-oriented content. A majority of the people surveyed denied being susceptible to infection and having caught one in the recent past. Blood Pressure, Diabetes, loss of sleep, Arthritis etc. were listed as the diseases that most people suffered. A healthy, balanced diet is preferred over any vitamin supplements. The majority of the respondents said that they regularly engaged in physical activities. It was found that most of the people have access to a public health centre. Ayurveda, Yoga and Homeopathy are preferred by a significant number of respondents. The campaign had a good reception in the community and most people believed that the AYUSH systems can be effective treatment methods in their community.

Radio Sharda- Radio Sharda had people from different age groups as respondents to this survey and they belonged to different backgrounds. Most of the people agreed that they read, listened and watched health-oriented content. The majority of the respondents said that they were not susceptible to infections and did not catch any in the recent past. Blood Pressure, Diabetes, skin problems etc are amongst the major diseases in the community. The study shows that a significant number of people also took vitamin supplements in addition to a balanced diet. Many respondents also said that they regularly engage in physical activities. Public health centres, Yoga centres and Ayurveda centres were available for many respondents in their vicinity. Although not a majority, a fair share even reported having access to a Homeopathy centre. Siddha and Unani were found to be the systems that the respondents least knew about.

Radio Dehradun- Most of the people surveyed by Radio Dehradun belonged to the age group of 21-30. The survey was equally balanced in terms of gender. A few transgender people were also part of the survey. Most people preferred reading or watching health-oriented content rather than listening to it on radio. This might be because most of the respondents are young. Most of the people surveyed denied being susceptible to infection and did not catch any lately. Blood Pressure. Skin problems and loss of sleep were the diseases that were most prevalent. A fair amount of people took vitamin supplements in addition to a balanced diet. An astounding 52% of people preferred Yoga over other treatment systems. Most of the people had access to public health centres, Yoga, Ayurveda and Homeopathy centres. A few also said that they had access to Unani and Siddha centres. Many people believe that the traditional systems of medicine can be effective treatment methods in their community.



Immune India through Community Radio

Radio Gorakhpur- Men formed most of the people surveyed by Radio Gorakhpur. Most of them belonged to the age group of 31-50. A large number of people preferred to listen to health-oriented content rather than read or watch them. Almost half of the people admitted that they were susceptible to infections and had contracted one lately. Blood Pressure and loss of sleep are the problems that the respondents most often complained of. Most people preferred fruits, nuts etc over vitamin supplements. Only a few people agreed that they regularly engaged in physical activities. A large portion of the people preferred Allopathy as their go-to treatment method. Majority of the people also agreed that they had access to a public health centre while a respectable number of people said that they had access to Ayurveda and Homeopathy centres. A very negligible number of people said that they had access to Siddha and Unani centres.

Waqt ki Awaaz- Waqt ki Awaaz surveyed people from different age groups and lines of profession. Most of them were farmers. They preferred listening to health-oriented information rather than reading or watching them. Most of the respondents denied being susceptible to infections and said that they did not contract any in the recent past. Blood Pressure, skin problems and loss of sleep were the most prevalent diseases that most respondents suffered from. Most people preferred green vegetables over any other vitamin supplements. Allopathy remained the most preferred treatment type. While many people said that they had access to a public health centre, most of them denied having access to centres of the AYUSH systems.

Access to Health Centres in North Zone

Most of the respondents surveyed in the North Zone agreed that they have access to a public health centre. Unlike other zones, many respondents in the North Zone said that they had access to a Yoga centre. Although not a majority, the number of respondents agreeing to the availability of Ayurveda and Homeopathy centres are also respectable. Like in other zones, Siddha and Unani centres are not available to most of the respondents in the North Zone.

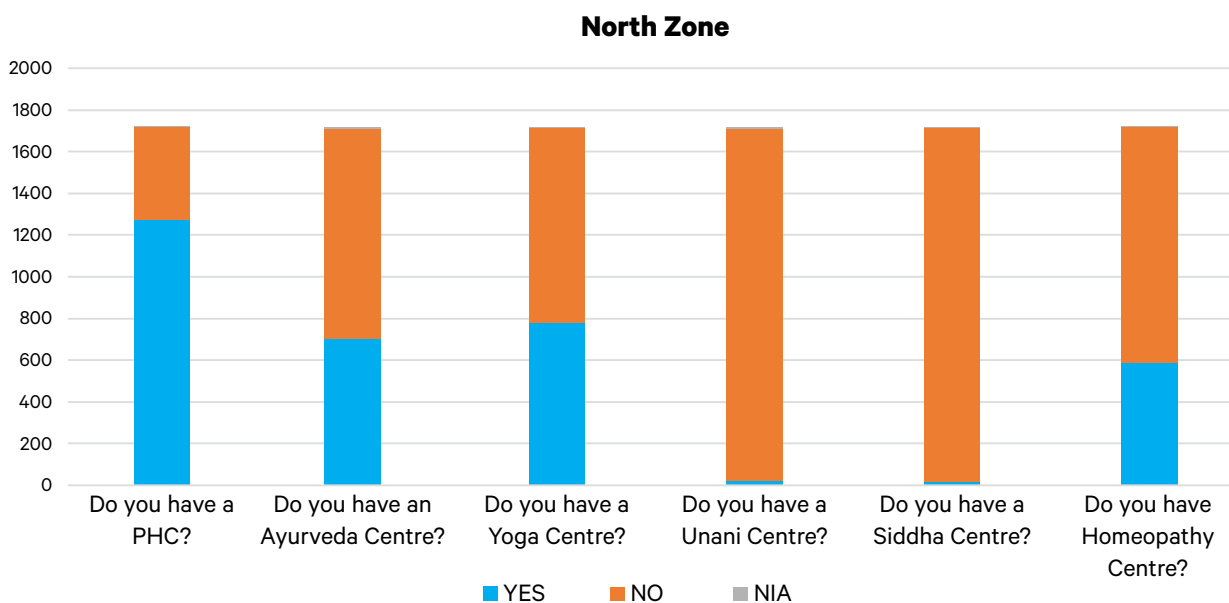


Figure 3.30: Access to Health Centres in North Zone

Discussion

During the campaign, the CRS regularly interacted with their respective local communities to promote the campaign. Most people did not know much about the AYUSH systems of Unani and Siddha, while Ayurveda, Yoga and Homeopathy have been in practice in the region for a long while now. The interactions with the communities were vital to spread the word about the campaign. A lot of people admitted to adopting the remedies and suggestions put forth in the programme and they believed adopting these remedies proved beneficial.

Conclusion

All the Community Radio Stations in the North Zone were active respondents and promoters of the Immunity Enhancement Campaign. The radio stations engaged their staff in reaching out to their respective local communities. Placed in rural and semi-urban areas, these stations faced numerous difficulties during the project. Survey and data collection were impeded by several factors like ineffectiveness of online forms in certain areas, but on field interactions and surveys made sure the data collection was done within the stipulated time frame. Awareness about Unani and Siddha is quite negligible as compared to Ayurveda, Yoga and Homeopathy in the North Zone.





South Zone Report

The Ministry of AYUSH collaborated with CEMCA to run an Immunity Enhancement Campaign throughout the country in the wake of the COVID-19 pandemic. CEMCA, in consultation with the Ministry of AYUSH, selected 25 Community Radio Stations (CRS) from across five zones in the country and engaged them for this campaign. There are five states in the South Zone- Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana. Five CRS from each of these states were chosen for this campaign. They are listed below in Table 3.6.

Table 3.6: List of CRS in South Zone

Name of CRS	District	State
Radio Vishnu	West Godavari	Andhra Pradesh
Radio Namma Naadi	Bengaluru	Karnataka
Radio Mattoli	Wayanad	Kerala
Radio Kadal Osai	Rameswaram Island	Tamil Nadu
Radio Manjeera	Sangareddy	Telangana

“പകൃതിയിലുള്ള ഔഷധ സമ്പത്തിനെ സംരക്ഷിക്കുകയും അവയെ ശാസ്ത്രീയമായ രീതിയിൽ ഉപയോഗിക്കുകയും ചെയ്യേണ്ടത് കാലഘട്ടത്തിന്റെ അനിവാര്യതയായി മാറിയിരിക്കുന്നു. വയനാട്ടിലെ തനതായ ഔഷധങ്ങളെ അവയുടെ ആവാസവ്യവസ്ഥയിൽ സംരക്ഷിക്കുകയും പരിപാലിക്കുകയും ചെയ്യേണ്ടതും അവയുടെ ഉപയോഗം സമൂഹത്തിനു പകർന്നു കൊടുക്കേണ്ടതിനും റേഡിയോ മാറ്റൊലിയിലൂടെ ആയുഷ് മന്ത്രാലയം നടപ്പിലാക്കുന്ന ആരോഗ്യം ഇന്ന് നാളെ എന്ന ബോധവൽകരണ പരിപാടിയിലൂടെ സാധിക്കട്ടെ.

All the CRS in the South Zone have a range of nearly 15 kilometres.

Approximate number of listeners

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station in charges have come up with an approximate number based on the population and the range of the respective community radio stations. The numbers are given in Table 3.7 below.

Table 3.7: Approximate number of listeners

Name of CRS	Number of listeners
Radio Vishnu	38,000
Radio Namma Naadi	25,000
Radio Mattoli	3,00,000
Radio Kadal Osai	50,000
Radio Manjeera	9,000
Total	4,22,000

Mode of transmission of the campaign

Community Radio Stations, like other radio stations, primarily use the broadcasting mode of transmission but since most of them operate among rural communities, they also resort to narrowcasting to reach more audience and help their respective community to know about important information. Narrowcasting is an effective technique in communities/regions where people don't have access to radio sets or are not used to listening to the radio. Other techniques such as Web Radio, mobile apps etc are also used. Given below are the modes of transmission used by the Community Radio Stations in the South Zone to promote the AYUSH Immunity Campaign.

Table 3.8: Mode of Transmission

Name of CRS	Mode of Transmission
Radio Vishnu	Broadcast, Web Radio and Mobile App (iOS and Android)
Radio Namma Naadi	Broadcast and Web Radio
Radio Mattoli	Broadcast
Radio Kadal Osai	Broadcast and Narrowcast
Radio Manjeera	Broadcast and Narrowcast

“

It has become the need of the hour to preserve the medicinal treasures available in nature and use them scientifically. I hope that the Ministry of AYUSH's campaign broadcast on radio has been helped the people of our community in realising the importance of naturally available medicines and using them effectively.

Doctor Sijo Kuriakose, Wayanad, Kerala

”

Schedule of the Broadcast

Table 3.9: Broadcast Schedule of South Zone

Days (10/12/20-10/02/21)	Name of CRS	Broadcast Time
Sunday to Saturday	Radio Vishnu	8.30 AM, 4 PM & 7.30 PM
Sunday to Saturday	Radio Namma Naadi	8.30 AM & 6.30 PM
Sunday to Saturday	Radio Mattoli	3.05 PM & 9.35 PM
Sunday to Saturday	Radio Kadal Osai	9.00 AM & 5 PM
Sunday to Saturday	Radio Manjeera	8.30 AM & 11.00 AM

Radio Kadal Osai, Radio Namma Naadi, Radio Manjeera and Radio Mattoli broadcast the audio programmes twice a day in their daily schedule while Radio Vishnu broadcast thrice in a day. Each session of the broadcast is nearly 12 minutes, which means a minimum broadcast time of 24 minutes by Radio Kadal Osai, Radio Namma Naadi, Radio Manjeera and Radio Mattoli, and a minimum broadcast time of 36 minutes by Radio Vishnu.

Language(s) used

Initially, all the Community Radio Stations were provided with the audio programme in Hindi and English along with their scripts. The stations were given the opportunity to translate the content into their own regional languages to reach out efficiently to the respective local communities. The Hindi and English audios were aired until the radio stations translated and recorded the programmes in their regional languages.



“

‘இந்த ஆயுஷ் நிகழ்ச்சி வழியா நா என்ன தெரிஞ்சிகிட்டேன்னா, என்னோட குழந்தைகளோட எதிர்ப்பு சக்தி எந்த அளவுக்கு இருக்கும் என்பதை உணர்ந்து இருக்கேன். வீட்ல உள்ள பொருட்கள்ல என்ன என்ன மருத்துவத்தன்மை இருக்கு, அதோட பயன்கள் என்ன என்று கத்துக்கிட்டேன். இந்த நிகழ்ச்சி என்னோட வாழ்க்கைல பெரிய மாற்றத்தை உருவாக்கி இருக்குனு தைரியமா சொல்வேன். இந்த நிகழ்ச்சியை கேட்ட எல்லாரும் ரொம்ப பயன் உள்ளதா இருக்கும்னு நம்புறேன்.’

”

“

Since listening to the programme, I have become very conscious about the diet of my family. The programme helped us know the medicinal value of various things that are commonly available. I am sure that our community has benefitted from this campaign.

Ms. Deepalakshmi, (Anganwadi worker, Ramanad, Tamil Nadu)

”

Radio Vishnu translated, recorded, and broadcast the programme in Telugu. Radio Manjeera aired the programme in Hindi until 30th December 2020 and later developed a local version of the programme. Radio Mattoli has also translated, recorded, and broadcast the programme in Malayalam, while Radio Kadal Osai did the same in Tamil and Radio Namma Naadi did it in Kannada.

Methodology

All the Community Radio Stations in the Zone adopted a similar methodology for the current project. All the stations endeavoured to translate and create regional versions of the content. Survey forms were circulated, and the data was collected. Google Forms were used by all the stations as a uniform means of data collection. The following is a brief individual report of each station.

Radio Vishnu- Radio Vishnu broadcast the audio programme in the regional language Telugu. It also encouraged ASHA and Anganwadi workers to promote the programme in the rural areas. The data was collected through the means of phone calls in a health-related programme called ‘AAYUSHMAN BHAVA’. The respondents of the survey are balanced between listeners and non-listeners. The respondents belong to different social backgrounds and professions.

Radio Namma Naadi- Radio Namma Naadi broadcast the programme initially in English and later switched to Kannada; the duration of the Kannada audio programme is 14 minutes and 45 seconds. The station collected the data through the means of phone calls, field visits and social media interactions.

Radio Mattoli- Initially the programme was aired in English until the Malayalam version was developed. The radio station also created programmes and interactions with health experts to compliment the current project. The RJ gave a brief introduction to the campaign before the programme was aired. The data was collected through phone calls and live interactions at times with the help of people from the Listeners Club at the station.

Radio Manjeera- Radio Manjeera also developed its own Telugu version of the programme. The data was collected through the means of phone calls. In addition to the broadcast, the station also conducted interviews and sessions on immunity improvement with experts and doctors from the fields of Ayurveda and Allopathy.

Immune India through Community Radio

Radio Kadal Osai- At Radio Kadal Osai, while the programme was being aired as per the schedule, the survey questionnaire was filled by the station staff through phone calls made to the people in the region. These people had already participated in a quiz competition where they had provided their numbers which made it convenient for the station to approach them for this survey. The respondents in the survey were chosen from both the listener and non-listener groups, and it helped maintain the balance. The surveyed people also belonged to various backgrounds and professions ranging from fishermen to educators to small scale business owners.

After the initial fifteen days, the survey questionnaire was translated in Tamil for the convenience of the respondents. This helped in reaching out to more people and made data collection easier.

Analysis

Table 3.10: Numbers of respondents in different phases

Name of CRS	No. of respondents in P1	No. of respondents in P2	Total Number of Respondents
Radio Vishnu	390	214	604
Radio Namma Naadi	359	203	562
Radio Mattoli	385	202	587
Radio Kadal Osai	231	201	432
Radio Manjeera	342	218	560
Total Respondents in South Zone	1707	1038	2745

Radio Vishnu- There has been a very positive response to the programme. The listeners of Radio Vishnu mostly reside in rural and semi-urban areas and they tend to seek natural remedies for their ailments. The listeners have started practising the tips suggested in the programme. Some listeners were concerned about their current medical conditions and were in doubt about adopting natural remedies immediately. The team visited many Ayurvedic doctors, Homeopathy doctors, Yoga instructors, Naturopathy and Unani Centres to spread word about the campaign. Many experts expressed their interest to participate in such programmes that help in raising awareness in the community. Many people are of the opinion that such campaigns should extend beyond Immunity Enhancement. A few doctors have requested for the audio of the programme so that they could play at their centres. Schools and heads of institutions were contacted and were requested to pass on the schedule of the programme to the students. Health workers were very enthusiastic to participate in the programme. The radio station also organised talks and discussions within the community.

71 percent of the respondents in phase 1 belong to the age groups 'less than 20' and 21-30 years. Hence, most of the respondents stated that they are immune to common infections and chronic diseases. Nearly a third of the respondents said that they did not have access to a public health facility. Allopathy, Homeopathy and Yoga were chosen by almost equal numbers of respondents as their most preferred treatment methods.

Radio Namma Naadi- The programme had a good reception. People listened to the programme and were quick to adopt the home remedies suggested in the programme. A large majority of the people believe that the AYUSH systems can be effective treatments methods in their community. The listeners were mostly acquainted with Ayurveda and they posed queries about newer methods of natural treatment. The youth posed the doubt that if the AYUSH treatment methods are effective, but people above 35 had faith in indigenous treatment methods. Many people also requested for the audio clip of the programme. A large majority of the people believe that the AYUSH systems can be effective treatments methods in their community.

Most of the respondents stated that they accessed health-oriented content through different media. Most people said that they were susceptible to common flu; the commonly cited chronic diseases are Diabetes and Blood Pressure. More than a third of the respondents said that they did not have access to a public health centre. Yoga and Ayurveda are the most preferred treatment methods, and a respectable number of people stated that they had a Yoga or Ayurveda centre in their vicinity.

Radio Mattoli- Radio Mattoli interacted with the listeners on call. They brought health experts including DMOs and doctors on their programmes to have live interactions with the audience. These programmes have directly and indirectly helped to promote the AYUSH campaign. The listeners at Radio Mattoli are active respondents in the live interactive sessions featuring health experts. They were keen to listen and know more about topics regarding traditional medicine and healthcare. During the live sessions, the listeners clarified their doubts with the experts regarding different health issues. It helped the listeners find remedies and know more about matters related to health. In the survey conducted by Radio Mattoli, the respondents were almost evenly distributed among the different age groups. The collected data indicates that most members of the community regularly read, watch or come across health-related content. Most of the respondents have not been infected by any infections in the recent past and those that admitted to being infected cited COVID-19, common cold and flu, allergies etc. Loss of sleep and Blood Pressure are the leading ailments in the community. The survey result also finds that most people have access to proper health facilities and the majority prefers Allopathy over any other treatment method. However, People are keen to follow AYUSH treatment methods which was evident in the post-test survey. Most of the respondents admitted that they had difficulty in finding AYUSH centres in their locality. Wayanad remains the only district in the state without a medical college; hence, alternative treatment facilities can be very helpful in such a scenario.

Radio Kadal Osai- The campaign has had a good reception among the local people. The broadcast timings were circulated on call to help the programme reach out to a bigger audience. People could relate to and comprehend the risk of COVID-19 after listening to the audio and most of them are now more aware of the importance of immunity. Based on the statistics from the Google form, it has been found that nearly 75% of the population has not encountered any illness or infections in the last 6 months. Around 75% of the surveyed people claimed to have no chronic or long-term diseases that they were aware of like diabetes, blood pressure, arthritis and skin problems.

Some people had family members with terminal diseases or neurological disorders which required regular check-ups and treatment. When asked about the most common health concerns in their areas, the primary issues were deadly diseases like Malaria (caused by mosquitos which breed due to stagnation of water). Another common issue cited was the lack of hygiene. Most people claimed diabetes or blood



pressure to be the biggest health concerns in their area, which they felt was caused due to changing food habits and consumption of hybrid crops.

People were keen to adopt the suggested remedies and practices into their daily life. Some even asked to broadcast the programme more often than as scheduled. Some of the people who were called to be surveyed were non-listeners, but they expressed interest in the programme. Most people in the region seem to have faith in the traditional remedies; they have mentioned that they would try herbal remedies at home to improve their health. People are aware of the advantages of practising these methods but have not been able to harness the best out of them because of the lack of trained practitioners. An astounding 80% percent of the respondents believed that the AYUSH systems could be effective treatment methods in their community.

Radio Manjeera- The listeners of Radio Manjeera gave positive feedback about the Ministry of AYUSH's effort to run this campaign. The complementary programmes that include sessions with medical experts are also well received by the audience. People became aware of alternative treatment methods because of the campaign. Most listeners have started to follow the suggestions put forth in the programme and the ones given by the health experts. The survey results at Radio Manjeera show that the community is aware of the traditional methods of treatment and kitchen remedies. Nearly half of the respondents belong to the age group 31-40 years. Most of the respondents accessed health-oriented content on different media. Majority of the people agreed that they had a public health centre in their locality. Most respondents stated that they knew of or had access to centres of all the AYUSH systems except Siddha. Another major finding is that apart from Ayurveda, Yoga and Homeopathy, most people in the community do not know much about Siddha and Unani.

Access to Health Centres in South Zone

As per the data collected, most of the respondents in the South Zone had access to public health centres. But, at the same time, the data shows that most of the respondents do not have access to any centres of the AYUSH medical systems. However, there are a fair number of Ayurvedic and Homeopathic centres, but the number of Yoga, Unani and Siddha centres are quite low.

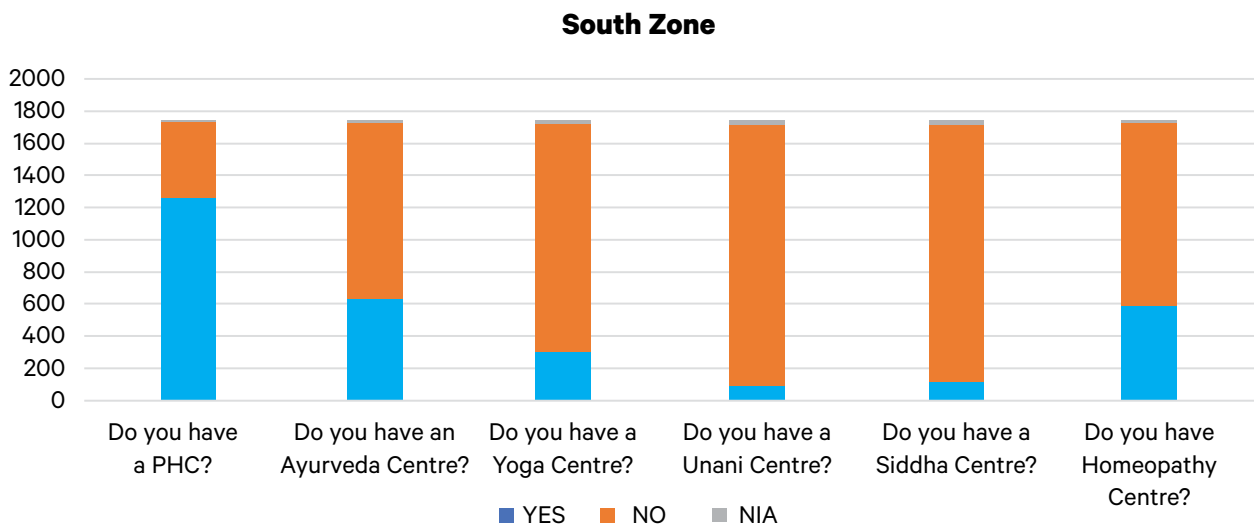


Figure 3.31: Access to Health Centres in South Zone

Discussion

The CRS interacted with their respective local communities in many ways in addition to broadcasting the programme. The programme was also narrowcast by some of the CRS which helped them to reach out to those people who did not have access to radio or were not frequent listeners. The interactions with the medical experts were very helpful in promoting the Campaign. More people became aware of the AYUSH systems of medicines. The home remedies suggested in the programme have proved helpful to the communities in the pandemic situation. Most people were keen to know more about these systems as they believed that the AYUSH systems could be effective treatment methods in their community.

Conclusion

All the Community Radio Stations in the current project have been active respondents and promoters of the Immunity Enhancement Campaign. It was a tedious but was inevitable task to translate the content into the respective regional languages, but the stations put in their best efforts to help the campaign in reaching out to a wider audience.

The community radios mostly cater to a rural audience who tend to prefer traditional treatment methods. In such a scenario, the current project can be extremely helpful and yield great results. People have started to take preventive measures and have begun to pay attention to personal hygiene, immunity enhancement etc under the present COVID-19 circumstances. Such a campaign is the need of the hour in dire times as these.



Central and East Zone Report

The Ministry of AYUSH collaborated with CEMCA to run an Immunity Enhancement Campaign throughout the country in the wake of the COVID-19 pandemic. CEMCA, in collaboration with the Ministry of AYUSH, selected 25 Community Radio Stations (CRS) from across five zones in the country and engaged them for this campaign. Six CRS from Central and Eastern Zone states were chosen for this campaign. The chosen CRS are listed below Table 3.11.

Table 3.11: List of CRS in Central and East Zone

Name of the CRS	District	State
Radio Snehi	Siwan	Bihar
Radio Jagriti	Giridih	Jharkhand
Radio Sanskar	Jagatsinghpur	Odisha
Radio Mann	Vidisha	Madhya Pradesh
Hamar CR	Surajpur	Chhattisgarh
Radio Mant	Kolkata	West Bengal

“

आयुष मंत्रालय और संसा प्रायोजित और स्नेही द्वारा प्रसारित कार्यक्रम 'इम्युनिटी बढ़ाओ, रोग भगाओ' को मैं और मेरे अधीनस्थ कर्मचारी सुनते हैं। इस कार्यक्रम के जरीये हमें आयुर्वेद, योग, सिद्धा, यूनानी और होमियोपैथी की मदद से प्रतिरक्षा प्रणाली को मजबूत करने के बारे में बहुत जानकारी मिली। यह एक सकारात्मक और ज्ञानवर्धक कार्यक्रम है। मैं चाहूंगा की इस प्रकार के जागरूकता सम्बन्धित कार्यक्रम लगातार प्रसारित होता रहे और उससे आम जनता का फायदा हो।

जिला उप निर्वाचन पदाधिकारी, समाहरणालय, सिवान, बिहार

”

All the CRS in the Central and East Zone have a range of nearly 15 kilometres

Approximate number of listeners

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station incharges have come up with an approximate number based on the population and the range of the respective community radio stations. The figures are listed below.

Table 3.12: Approximate number of listeners

Name of CRS	Number of listeners
Radio Snehi	25,000
Radio Jagriti	1,80,000
Radio Sanskar	80,000
Radio Mann	50,000
Hamara CR	50,000
Radio Mant	50,000
Total	4,35,000

Mode of Transmission of the Campaign

Community Radio Stations, like other radio stations, primarily use the broadcasting mode of transmission but since most of them operate among rural communities, they also resort to narrowcasting to reach more audience and help their respective community to know about important information. Narrowcasting is an effective technique in communities/regions where people don't have access to radio sets or are not used to listening to the radio. Given below are the modes of transmission used by the Community Radio Stations in the Central and East Zone to promote the AYUSH Immunity Campaign.

Table 3.13: Mode of Transmission

Name of CRS	Mode of Transmission
Radio Snehi	Broadcast, Web Radio and Mobile App (iOS and Android)
Radio Jagriti	Broadcast and narrowcast
Radio Sanskar	Broadcast and Narrowcast
Radio Mann	Broadcast and Narrowcast
Hamar CR	Broadcast and Narrowcast
Radio Mant	Broadcast

“

I and my colleagues have been listening to the Ministry of AYUSH's campaign on immunity. We learnt a lot about improving immunity through different practices adopted from the AYUSH systems of medicine. There should be more of such campaigns that are extremely beneficial for common people.

District Bye Election Officer, Siwan, Bihar

”



Narrowcast in the rural areas of Jharkhand

Schedule of the Broadcast

Table 3.14: Broadcast Schedule in Central and East Zone

Days (10/12/20-10/02/21)	Name of CRS	Broadcast Time
Sunday to Saturday	Radio Snehi	8.00 AM & 7.00 PM
Sunday to Saturday	Radio Jagriti	9.00 AM & 6.00 PM
Sunday to Saturday	Radio Sanskar	7.00 AM & 10.00 PM
Sunday to Saturday	Radio Mann	11.45 AM & 7.00 PM
Sunday to Saturday	Hamar Radio	7.00 AM & 6.00 PM
Sunday to Saturday	Radio Mant	9.00 AM & 4.00 PM

All the CRS in the Central and East Zone broadcast the programme twice a day in their schedule from 10th December 2020 to 10th February 2021. Each session of the programme was 12 minutes in duration which ensured a daily airtime of at least 24 minutes by these stations.

Language(s) used

Initially, all the Community Radio Stations were provided with the audio programme in Hindi and English along with their scripts. The stations were given the opportunity to translate the content into their own regional languages to reach out efficiently to the respective local communities.

Radio Snehi, Radio Jagriti, Radio Mann and Hamar Radio broadcast the programme in Hindi itself. Radio Mant promoted the programme in Bengali although the Hindi programme was broadcast. Radio Sanskar also promoted the programme in their regional language Odia.

Methodology

All the Community Radio Stations in the Zone adopted a similar methodology for the current project. The Hindi version of the programme was broadcast by mostly all the CRS in the zone. Survey forms were circulated, and the data was collected. Google Forms were used by all the stations as a uniform means of data collection. The following is a brief individual report of each station.

Radio Snehi- Radio Snehi promoted the campaign with jingles in addition to the broadcast. The radio station also engaged health experts for interactions with the audience. To spread the word about the campaign, ZOOM meetings were conducted with health workers, doctors, ASHA workers and ANMs. The radio station also complimented the campaign by promoting it in their other programmes and engaging other stakeholders. They titled the programme as '*Immunity Badhao, Rog Bhagao*'. The survey data was collected through phone calls and with the help of volunteers who helped the offline survey.

Radio Jagriti- Radio Jagriti also promoted the campaign in the local dialect Khortha in addition to the broadcast in Hindi. This helped the campaign to reach out to the local community. Narrowcasting was effectively used by the station's team to reach those members of the community who did not have access to radio or were not frequent listeners. This ensured that members from different stratas of the community interacted with and that they were aware of the campaign. The Google forms were also translated into Hindi for the ease of the local community.

Radio Sanskar- The programme was reproduced by Radio Sanskar in Odia to help the campaign reach out to the community members. The programme was disseminated through narrowcasting which was very essential for the campaign to have the necessary outreach in their community. The survey was done mainly through offline means because of the obstacles faced in conducting an online survey. The staff at Radio Sanskar later integrated the offline data collected into the Google Form provided by CEMCA.



Immune India through Community Radio

Radio Mann- Radio Mann is placed in a region with a population of 5 lakh and caters to 50,000 active listeners. They broadcast the programme and promoted it through their social media handles. The data was collected online in Google Forms by the means of phone calls and social media interaction. The station actively spread the word about the campaign and promoted the use of home remedies in its local community.

Hamar CR- Hamar Radio caters to almost active 40,000 listeners in an area with a population of almost 2 lakh people. The programme was broadcast in Hindi and was actively promoted by the station staff through social media. The survey and feedback were collected through the means of Google Forms.

Radio Mant- Radio Mant reached out to the local community and spread word about the campaign. The staff at the radio station interacted with the members of the community and collected the survey data from them through phone calls which was later integrated into Google Forms.

Analysis

Table 3.15: Numbers of respondents in different phases

Name of CRS	No. of respondents in P1	No. of respondents in P2	Total Number of Respondents
Radio Snehi	350	250	600
Radio Jagriti	333	204	537
Radio Sanskar	443	200	643
Radio Mann	401	200	601
Hamar Radio	364	211	575
Radio Mant	400	200	600
Total Respondents in Central & East Zone	2291	1265	3556

Radio Snehi- The survey done by Radio Snehi was balanced in respect to gender. It included people from different age groups. There was also a steady balance between listeners and non-listeners. People in the community were of the opinion that they had access to health-oriented information through different means such as newspapers, radio, television etc. People included physical activities as a part of their daily routine. Most people did not take any vitamin supplements but preferred a healthy diet. The campaign had a positive reception among the audience. More people are now drawn towards trying Ayurvedic and Homeopathic medicines. Many of the listeners have adopted the remedies suggested in the programme.

Radio Jagriti- The survey conducted by Radio Jagriti included men and women equally from different professions including farmers, students, teachers etc. The women were mostly homemakers. Most people were in the 20-40 age group. Respondents were of the opinion that they mostly gathered health related information by listening to the radio. Most people said that they were not susceptible, and they did not catch any infections lately. Diabetes and Blood Pressure are two diseases that were mainly found in the community. Green vegetables and a wholesome diet were preferred over any supplements. Common flu, cold, malaria, skin problems and lack of hygiene were listed as the major health risks in different regions.

Radio Sanskar- Radio Sanskar did the survey in a community that mostly comprises farmers. A majority of the women were homemakers, while some were teachers, tailors etc. The survey was balanced across different age groups. Most respondents said that they were active listeners of radio. They also read and watched health-oriented content. Few people admitted to being susceptible to infections and catching any infections in the last six months, though it was mostly common cold and fever. Diabetes proved to be the most common disease amongst the respondents. Most people said that they actively engaged in physical activities. Allopathy was the most preferred form of treatment and many said that they had access to a public health centre. A few people did prefer Ayurveda and Homeopathy as a means of treatment.

Radio Mann- Men slightly outnumbered women in the survey conducted by Radio Mann. Respondents were mostly students, housewives or farmers etc. Most of the respondents belonged to the age group 21-40. Most of the people said that they had access to health-related content through the means of radio, newspaper and television. A fair share admitted that they were susceptible to infections and had contracted one lately. Skin problems were named along with diabetes as a major risk in the community. Most people preferred a healthy diet or over any supplements. There was a fair share of people who preferred treatment methods other than Allopathy. Although low, people said that they had access to centres of AYUSH systems.

Hamar Radio- Men far outnumbered women in the survey conducted by Hamar Radio. People mostly listened to the radio in the morning. They also read and watched health-oriented content. Almost three quarters of the respondents said that they were not susceptible to infections. Blood Pressure was listed as the major health risk. People mostly preferred green vegetables and a healthy diet over vitamin supplements. A large majority said that they regularly engaged in physical activities. Most people responded that they had access to a public health centre. The survey also shows that there are a good number of Ayurveda and Homeopathy centres.

Radio Mant- The respondents in the survey conducted by Radio Mant were mostly farmers and they were spread across different age groups. Most people had access to health-related information through different means. Many people did complain of multiple ailments such as skin problems, diabetes,



Immune India through Community Radio

arthritis, loss of sleep etc. A fair share of people did not have access to a public health centre. Ayurveda and Homeopathy were preferred as treatment methods along with Allopathy. Except for Ayurveda, there were not many centres of other systems in the region.

Access to Health Centres in Central and East Zone

Majority of the respondents in the Central and East Zone have access to a public health centre. The numbers of Ayurveda and Homeopathy centres are relatively good as compared to those of Yoga, Siddha and Unani.

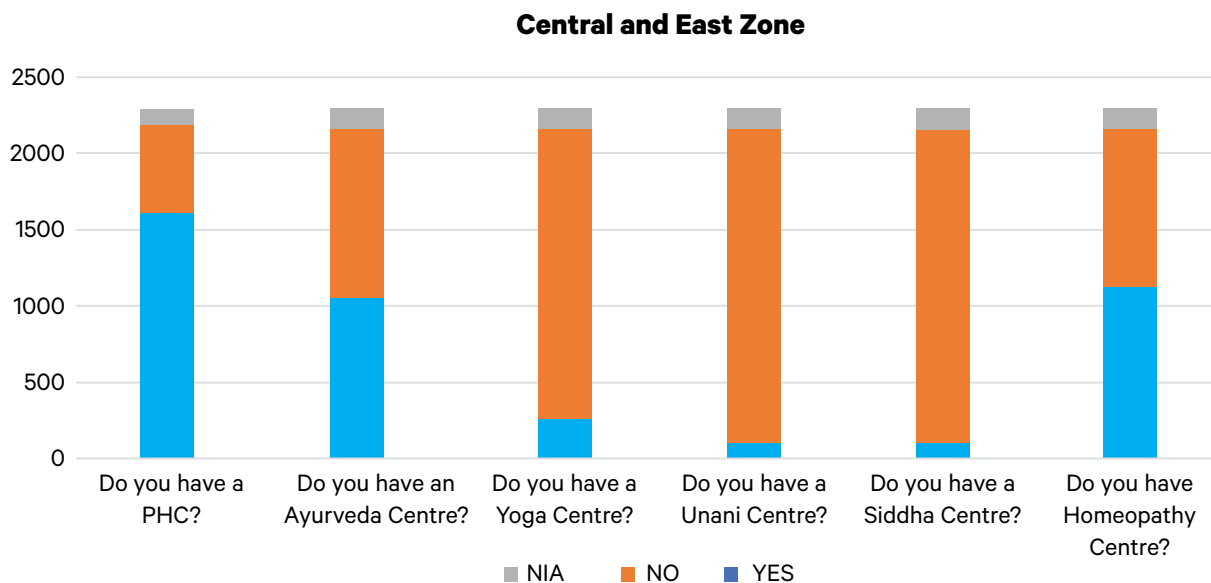


Figure 3.32: Access to Health Centres in Central and East Zone

Discussion

Narrowcasting was effectively used by the CRS in the Central and East Zone, otherwise the campaign would have reached only a limited number of listeners. The impact of such a health campaign can reach its full potential only when it is disseminated throughout the community. The interactions of the CRS staff with the community members helped the outreach of the campaign and resulted in people adopting the remedies and preventive measures suggested by the Ministry of AYUSH. Many people enquired about the AYUSH systems and are keen to adopt them as a means of treatment. Ayurveda and Homeopathy are already prevalent among many of these communities. Yoga, Siddha and Unani need to be actively promoted.

Conclusion

The Community Radio Stations selected for the campaign in the Central and East Zone did a commendable job in making the Immunity Enhancement Campaign a success. Many listeners of the programmes believed that more of such campaigns are needed to spread awareness regarding different health issues and to promote health-oriented practices. Running such campaigns will also attract people's attention towards the AYUSH systems of medicine and help promote them, especially amongst the rural communities.



West Zone Report

The Ministry of AYUSH collaborated with CEMCA to run an Immunity Enhancement Campaign throughout the country in the wake of the COVID-19 pandemic. CEMCA, in collaboration with the Ministry of AYUSH, selected 25 Community Radio Stations (CRS) from across five zones in the country and engaged them for this campaign. Five CRS from Gujarat, Maharashtra and Rajasthan were chosen for this campaign, in which two were from Maharashtra, two from Rajasthan and one was from Gujarat. They are listed below in Table 3.16.

Table 3.16: List of CRS in West Zone

Name of CRS	District	State
Radio Saiyere	Kutch	Gujarat
Radio Yeralavani	Sangli	Maharashtra
Radio Nagar	Ahmednagar	Maharashtra
Radio Kisanvani Deeg	Bharatpur	Rajasthan
Radio Tilonia	Ajmer	Rajasthan

Radio Tilonia, Radio Saiyere and Radio Kisanvani Deeg in the West Zone have a range of nearly 15 kilometres, while Radio Nagar and Radio Yeralavani have a range of 30 kilometres and 25 kilometres, respectively.

“

We listened to the AYUSH programme everyday. We came to know from this programme about different kitchen remedies and the information is really helpful. We even started engaging in physical activities to keep fit. We would like to know more about Unani and Siddha as we are not familiar with these systems.

Hanamantraygaud Bagali, Maniknal Village, Maharashtra

”

Approximate number of listeners

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station incharges have come up with an approximate number based on the population and the range of the respective community radio stations. The numbers are listed below.

Table 3.17: Approximate number of listeners

Name of CRS	Number of listeners
Radio Saiyere	14,800
Radio Yeralavani	12,000
Radio Nagar	30,000
Radio Kisanvani Deeg	1,25,000
Radio Tilonia	60,000
Total	2,41,800

Mode of Transmission of the Campaign

Community Radio Stations, like other radio stations, primarily use the broadcasting mode of transmission but since most of them operate among rural communities, they also resort to narrowcasting in order to reach more audience and help their respective community to know about important information. Narrowcasting is an effective technique in communities/regions where people don't have access to radio sets or are not used to listening to the radio. Other means of transmission used are Internet Media, social media etc. Given below are the modes of transmission used by the Community Radio Stations in the West Zone to promote the AYUSH Immunity Campaign.

Table 3.18: Mode of Transmission

Name of CRS	Mode of Transmission
Radio Saiyere	Broadcast and Narrowcast
Radio Yeralavani	Broadcast and Narrowcast
Radio Nagar	Broadcast and Internet Streaming
Radio Kisanvani Deeg	Broadcast and Narrowcast
Radio Tilonia	Broadcast and Narrowcast

Schedule of the Broadcast

Table 3.19: Broadcast Schedule of West Zone

Days (10/12/20-10/02/21)	Name of CRS	Broadcast Time
Sunday to Saturday	Radio Saiyere	12.30 PM & 4.30 PM
Sunday to Saturday	Radio Yeralavani	9.00 AM, 5.30 PM & 8.00 PM

Sunday to Saturday	Radio Nagar	Between 4.00 PM-12.00 PM & 7.27 PM
Sunday to Saturday	Radio Kisanvani Deeg	Between 9.00 AM-12.30 PM & 6.00 PM-9.30 PM
Sunday to Saturday	Radio Tilonia	7.00 AM & 7.00 PM

All the CRS in the West Zone broadcast the programme twice a day in their schedule from 10th December 2020 to 10th February 2021, except for Radio Yeralavani who broadcast the programme thrice. Each session of the programme was at least 12 minutes in duration which ensured a daily air time of at least 24 minutes by Radio Saiyere, Radio Nagar, Radio Kisanvani Deeg and Radio Tilonia. Radio Yeralavani clocked an airtime of 36 minutes per day.

Language(s) used

Initially, all the Community Radio Stations were provided with the audio programme in Hindi and English along with their scripts. The stations were given the opportunity to translate the content into their own regional languages to reach out efficiently to the respective local communities.

During the pre-test phase, Radio Nagar, Radio Tilonia and Radio Yeralavani broadcast the programme in Hindi, while Radio Kisanvani Deeg also resorted to Braj Bhasha in addition to Hindi, and Radio Saiyere did its broadcast in Kutchi. In the post-test phase, Radio Yeralavani also added Marathi and Kannada versions in the campaign.

Methodology

All the Community Radio Stations in the Zone adopted a similar methodology for the current project. The Hindi version of the programme was used mostly by the CRS in the zone along with regional languages and dialects. Survey forms were circulated, and the data was collected. Google Forms were used by all the stations as a uniform means of data collection. The following is a brief individual report of each station.

Radio Saiyere- After initially broadcasting the programme in Hindi, a team at Radio Saiyere translated the script and produced a Kutchi version which was used thereafter. The forms were also rolled out in the local language for the ease of the community members. Discussions were held and the team was trained to collect data from the community. The team spread word about the campaign in different villages.

Radio Yeralavani- In addition to broadcasting thrice a day, Radio Yeralavani also did narrowcasting. The data collection was done every day through online means and also during community gatherings. For the ease of the community members, the Google Form was also made available in Hindi. The radio station caters to a farming community and had its limitations in carrying out the survey because gathering a response was difficult during the initial days. The radio station also engaged ASHA workers in the campaign. Because of the local community's inclination towards home remedies and Ayurveda, the radio station frequently airs advice and tips in its programmes.

Radio Nagar- Radio Nagar made a combined use of broadcast and narrowcast to run the campaign. The radio stations made its own jingles, skits and included interactive sessions as a part of the campaign to garner the attention of its listeners. The data was collected online with the help of Google Forms.



Engaging with the local community during the campaign

Radio Kisanvani Deeg- The team at Kisanvani Deeg also used the means of both broadcast and narrowcast to run the campaign. The data was collected in Google Forms created with the help of CEMCA. The remedies and suggestions from the Immunity Enhancement Campaign were included in many other programmes of the radio station to benefit the local community.

Radio Tilonia- With the means of broadcast and narrowcast, Radio Tilonia managed to penetrate and promote the campaign within the rural community that it caters to. The team at Radio Tilonia reached out to the community and engaged with them, especially with women, to help the purpose of the campaign. The radio station gathered data through different means like field surveys, phone calls, e-mail, social media like WhatsApp etc. The data was later integrated into Google Forms.

Analysis

Table 3.20: Numbers of respondents in different phases

Name of CRS	No. of respondents in P1	No. of respondents in P2	Total Number of Respondents
Radio Saiyere	402	200	602
Radio Yeralavani	351	257	608
Radio Nagar	320	204	524
Radio Kisanvani Deeg	369	193	562
Radio Tilonia	300	200	500
Total Respondents in West Zone	1742	1054	2796

Radio Saiyere- Most of the people Radio Saiyere approached were farmers. The women were mostly homemakers. The survey was balanced between listeners and non-listeners across different villages. But a fair share of the respondents however had access to health-oriented information through different means such as television, newspaper etc. A surprisingly large majority of the respondents denied being susceptible to infections and most of them also denied having diseases like Blood Pressure, Diabetes, Arthritis etc. Majority of the respondents preferred a healthy diet over supplements and said that their daily routine work compensated for physical activities. Allopathy is the most preferred treatment method. A respectable number of the respondents were of the opinion that they did not have access to a public health care centre. Most respondents denied having access to any of the AYUSH systems' centres.

Radio Yeralavani- The campaign had a good reception in the local community. During the interaction with community members, it was found that most of the remedies suggested in the programme were already in practice within the community. Most people were aware of the importance of a healthy, balanced diet to enhance immunity. The survey included fair shares of people from different age groups. Most of them admitted that radio was their only source of health-oriented information. This highlights the importance of the role that Community Radio Stations play in the rural areas of the country. Most people denied being susceptible to diseases or any infections. Almost all except a few said that they took a balanced diet and denied taking any supplements. Many of the respondents said that they did not have access to a public health centre. Apart from Allopathy, many people preferred Ayurveda and Naturopathy as effective means of treatment.

Radio Nagar- The respondents in Radio Nagar's survey were from different fields of occupation and mostly belonged to the age group of 21-40. These people had access to health-oriented information through different means. Skin problems and loss of sleep were listed as major issues that respondents suffered with. Green vegetables were preferred as a part of the diet while a large number of people also admitted to taking vitamin supplements. A majority of the people said that they had access to a public health centre. Allopathy, Ayurveda and Homeopathy are the most preferred treatment methods. Most people had access to Ayurveda and Homeopathy centres while some also agreed having access to Yoga centres, but the number of Siddha and Unani centres are on the lower side. Amongst the many health risks listed by the respondents, mental health issues and lifestyle diseases are most cited.

Radio Kisanvani Deeg- Many respondents of the survey conducted by Kisanvani Deeg said that they have started adopting the suggestions put forward in the campaign. The respondents were distributed between different age groups and most of the agreed to be active listeners of radio. While most of them did not read health-oriented articles, a few of them did watch health-oriented programmes on TV. Majority of the respondents denied being susceptible or having any diseases. Blood pressure was listed as the most common disease in the respondents. Most people preferred green vegetables over any vitamin supplements. The majority of them also said that access to a public health centre. Allopathy is the most preferred form of treatment but a considerable number also for Ayurveda and Homeopathy. A few said that they had access to a Yoga centre but the number of positive responses on availability of Unani and Siddha centres remained low.

Radio Tilonia- The campaign received a very positive response in the community. '*Daadi Maa ke Nuske*' proved to be a hit and many people started adopting the practices suggested in the programme. The respondents were spread across all age groups and a majority of them agreed that they accessed health-oriented information through different means. Majority of the respondents also denied being susceptible to infections and catching one in the last six months. Blood Pressure, skin problems, loss of

Immune India through Community Radio

sleep and other ailments were listed as the diseases many respondents suffered from. A healthy, balanced diet was preferred over vitamin supplements. Most people agreed that they had access to a public health facility. Homeopathy, Naturopathy and Ayurveda were listed as the most preferred treatment methods along with Ayurveda. The survey indicated a lack of AYUSH systems' centres in the region where the radio station is situated.

Access to Health Centres in West Zone

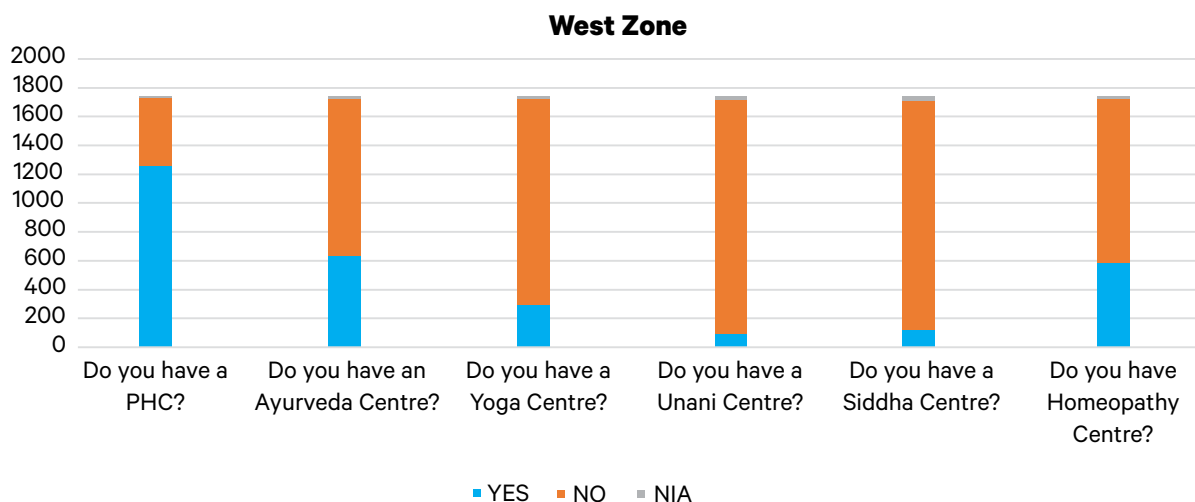


Figure 3.33: Access to Health Centres in Central and East Zone

Most of the respondents agree to having access to a public health centre. The data indicates that there are a significant number of Ayurveda and Homeopathy centres. People having access to a Yoga centre are relatively higher in comparison to those having access to a Siddha or Unani centre.

Discussion

The interactions of the CRS with the local communities have the community members know more about the AYUSH systems of medicines. Many people had doubts whether these systems were authentic and whether they could be trusted. The current campaign by the Ministry of AYUSH has helped to dispel a lot of misconceptions and myths about these systems. The programme was narrowcast at community gatherings, especially amongst women. During the interactions, many people believed more of such campaigns were needed and that they looked forward to advice from health experts in these fields. Many of them have already been practising the suggestions and many have adapted them after listening to the campaign. The need for more AYUSH centres has also been voiced by the communities.

Conclusion

The Community Radio Stations had great difficulty in reaching out to the local communities in the initial stages of the campaign but with effective outreach methods and unflinching efforts, they were able to help the campaign reach a large number of people in their respective communities. They realised the important role that such a campaign could play in the times of the pandemic. Collecting data was also a tedious process because it had to be mostly done through offline means and later had to be integrated to the Google Forms, but the ceaseless efforts of the CRS in the zone was crucial in completing everything within the stipulated time frame.



North-East Zone Report

The Ministry of AYUSH collaborated with CEMCA to run an Immunity Enhancement Campaign throughout the country in the wake of the COVID-19 pandemic. CEMCA, in collaboration with the Ministry of AYUSH, selected 25 Community Radio Stations (CRS) from across five zones in the country and engaged them for this campaign. There are seven states in the North-East Zone-Arunachal Pradesh, Assam, Meghalaya, Nagaland, Manipur, Tripura and Mizoram. There are only 11 Community Radio Stations in the North-East. Reaching out of most of them is difficult due to constraints such as language barrier, difficulty in establishing contact etc. Many of the states in the zone do not have a Community Radio Station at all. Four CRS from Assam, Manipur and Tripura were chosen for this campaign, out of which two were from Assam, one from Manipur and one from Tripura. They are listed below given in Table 3.21.

Table 3.21: List of CRS in North-East Zone

Name of CRS	District	State
Radio Gyanmalinee	Dibrugarh	Assam
Radio Jnan Taranga	Guwahati	Assam
Friend CR	West Tripura	Tripura
Radio Nongin	Thoubal	Manipur

Radio Gyanmalinee, Radio Jnan Taranga, Friend CR and Radio Nongin in the North-East Zone have a range of nearly 15 kilometres.

“

The immunity campaign by the Ministry of AYUSH has been very beneficial for the community as it helped them enhance their immunity and stay healthy. We are delighted to be able to broadcast this program on Radio Gyanmalinee and we have been able to collect feedback from the listeners about the program. We would be glad to broadcast programmes of this kind in the future too.

Professor Nirode Baruah, Radio Gyanmalinee, Dibrugarh, Assam

”

Approximate number of listeners

It is difficult to ascertain a near precise number of listeners for a community radio station, but the station incharges have come up with an approximate number based on the population and the range of the respective community radio stations. The numbers are listed below.

Table 3.22: Approximate number of listeners

Name of CRS	Number of listeners
Radio Gyanmalinee	5,000
Radio Jnan Taranga	1,000
Friend CR	3,00,000
Radio Nongin	20,000
Total	3,26,000

Mode of Transmission of the Campaign

Community Radio Stations, like other radio stations, primarily use the broadcasting mode of transmission but since most of them operate among rural communities, they also resort to narrowcasting in order to reach more audience and help their respective community to know about important information. Narrowcasting is an effective technique in communities/regions where people don't have access to radio sets or are not used to listening to the radio. Other means of transmission used are Internet Media/social media etc. Given below are the modes of transmission used by the Community Radio Stations in the North-East Zone to promote the AYUSH Immunity Campaign.

Table 3.23: Mode of Transmission

Name of CRS	Mode of Transmission
Radio Gyanmalinee	Broadcast
Radio Jnan Taranga	Broadcast and Narrowcast
Friend CR	Broadcast
Radio Nongin	Broadcast and Narrowcast

Schedule of the Broadcast

Table 3.24: Broadcast Schedule of North-East Zone

Days (10/12/20-10/02/21)	Name of CRS	Broadcast Time
Sunday to Saturday	Radio Gyanmalinee	8.30 AM & 4.30 PM
Sunday to Saturday	Radio Jnan Taranga	1.30 PM, 3.45 (Assamese) PM & 3.57 PM (Hindi)
Sunday to Saturday	Friend CR	9.30 AM, 11.55 PM & 8.20 PM
Sunday to Saturday	Radio Nongin	11.45 AM & 6.00 PM

All the CRS in the North-East Zone broadcast the programme from 10th December 2020 to 10th February 2021. Each session of the broadcast was approximately 12 minutes long. Radio Gyanmalinee

am Radio Nongin broadcast the programme twice a day, while Radio Jnan Taranga and Friend CR broadcast thrice a day.

Language(s) used

Initially, all the Community Radio Stations were provided with the audio programme in Hindi and English along with their scripts. The stations were given the opportunity to translate the content into their own regional languages to reach out efficiently to the respective local communities.

Radio Nongin used the English version of the programme in the initial days of the broadcast until they developed their own version of the programme in Manipuri language. Radio Gyanmalinee and Friend CR broadcast the Hindi version and also promoted the campaign in Bengali while Radio Jnan Taranga came up with an Assamese version of the program.

Methodology

All the Community Radio Stations in the Zone adopted a similar methodology for the current project. The Hindi version of the programme was used mostly by the CRS in the zone along with the regional languages. Survey forms were circulated, and the data was collected. Google Forms were used by all the stations as a uniform means of data collection. The following is a brief individual report of each station.

Radio Gyanmalinee- The radio station spread word about the campaign through field visits. Most of the survey was done offline and was later integrated into the Google Forms.

Radio Jnan Taranga- The programme was broadcast, and the data was collected from the community through different means like e-mail, WhatsApp, offline survey etc. Radio Jnan Taranga replaced Radio City from Arunachal Pradesh due to connectivity issues. The radio station started running the campaign in the last week of December 2020.



Narrowcasting and Data Collection in North-East Zone

Immune India through Community Radio

Friend CR- After the broadcast of the programme, the data was collected by Friend CR through call-in services, recording kits, online and offline surveys.

Radio Nongin- At Radio Nongin, the staff reached out to the community by doing field visits and collected the data manually. It was later fed into Google Forms.

Analysis

Table 3.25: Numbers of respondents in different phases

Name of CRS	No. of respondents in P1	No. of respondents in P2	Total Number of Respondents
Radio Gyanmalinee	468	200	668
Radio Jnan Taranga	119	120	239
Friend CR	409	154	563
Radio Nongin	343	200	543
Total respondents in North-East Zone	1339	674	2013

Radio Gyanmalinee- The radio station collected surveys from more than 450m people from across different age groups and professions. Most of the people surveyed said that either listened, read or watched health-oriented content through different means. Majority also they being susceptible to infection and said that they did not catch any in the recent past. Diabetes, Blood Pressure, Arthritis, loss of sleep etc were listed among the major diseases in the respondents. A fair share of people took vitamin supplements in addition to a balanced diet. Most people said that they had access to a public health centre. Allopathy is the most preferred treatment method. Apart from Homeopathy centres, none of the other AYUSH systems seem to be available to the people in the region.

Radio Jnan Taranga- Radio Jnan Taranga reached out to people from different age groups for its survey. Most of the respondents were listeners of radio and accessed health-oriented content through other means. Numerous other health issues including eye diseases, hypertension etc were listed along with lifestyle diseases such as Diabetes and Blood Pressure. Most people denied being susceptible to infections. Most of the people have access to public health centres. Allopathy and Ayurveda are the most preferred methods of treatment. Many people said that they had Ayurveda and Homeopathy centres in their vicinity but denied having access to Yoga, Siddha and Unani centres. In the post survey, it was found that many people believe that AYUSH systems can be effective treatment methods in their community.

Friend CR- Although people from all age groups were a part of Friend CR's survey, people from the age group of 21-30 years form the majority. The respondents included students, teachers and people from different professions. Most of the respondents stated that they either read, listened or watched health-oriented content on different media like newspaper, radio, social media, television etc. Though not a majority, a fair number of people stated that they were susceptible to flu or common infections; most people did not contract any infections in the recent past. Due to the fact that a majority of the respondents were relatively young, most people said that they did not suffer from any chronic diseases.

Among those who admitted to suffering from a chronic disease, Blood pressure was the leading risk followed by Diabetes. Other health issues like allergies, skin problems, loss of sleep, eye problems etc were also listed by the respondents. Most of respondents said that they took vitamin supplements in addition to diet. A fair number of people said that they regularly engaged in physical activity. The majority of the respondents agreed that they had access to a public health centre. Allopathy followed by Homeopathy and Ayurveda were the most preferred methods of treatment. Many said that they had access to either an Ayurveda or Homeopathy centre but denied having access to a Unani or Siddha centre. The campaign had a good reception in the local community and many people adopted the practices and home remedies suggested in the programme.

Radio Nongin- The survey conducted by Radio Nongin comprised 49 percent male and 51 percent female respondents. Most of the respondents were from the age group 21-30 years and were mostly students. Majority of the respondents stated that they read, listened or watched health-oriented content on different media. Most people were also said that they were immune to common infections, flu, and other chronic diseases, and had not contracted any in the recent past. Green vegetables are the most preferred source of essential intake, and some preferred taking vitamin supplements. Only half of the respondents agreed that they regularly engaged in physical activities. Majority of the people said that they had access to a public health centre and Allopathy is the most preferred treatment method. While many said that they had access to a Homeopathy centre, most of the respondents stated that had no centres of Ayurveda, Yoga, Siddha and Unani in their vicinity.

Access to Health Centres in North-East Zone

A large majority of the respondents said that they had access to a public health centre in their locality. The survey finds that most people also agree that they have access to a Homeopathy centre. Although not a majority, a fair share of people agree to having access to Yoga and Ayurveda centres in their region. None of the respondents in the North-East Zone knew of any Siddha or Unani centre in their vicinity.

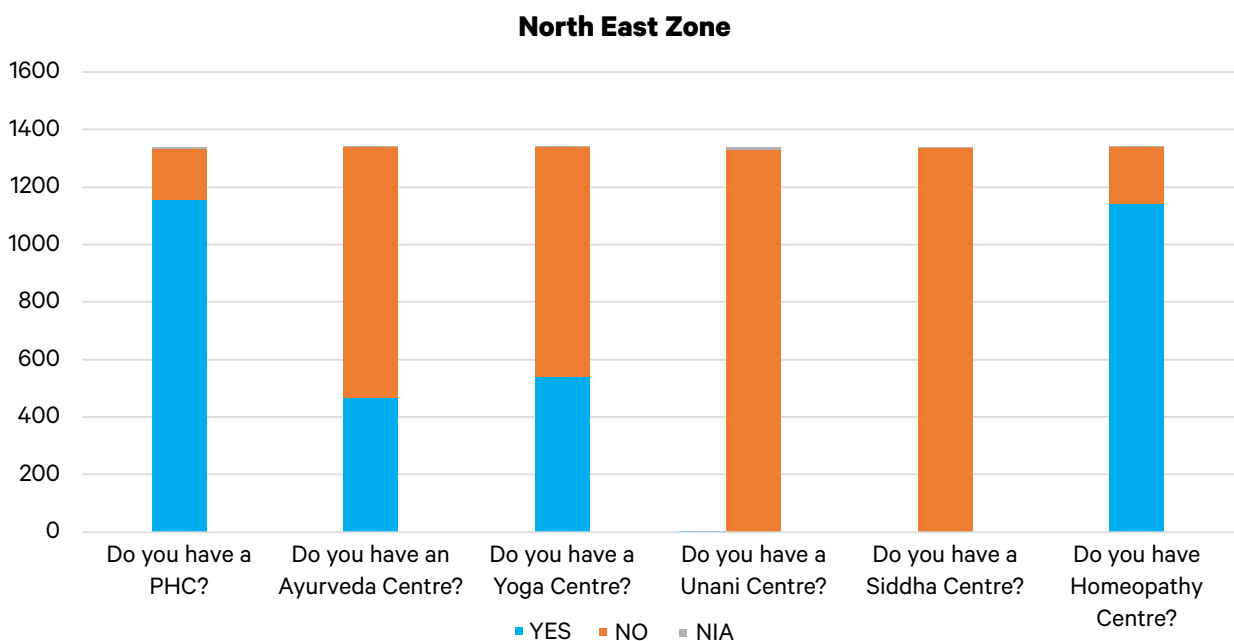


Figure 3.34: Access to Health Centres in North-East Zone

Discussion

The Community Radio Stations in the North-East Zone interacted with their local communities and spread word about the campaign. Because most of the survey was done offline and was later integrated into Google Forms, it gave ample opportunity to the radio stations to narrowcast and ensured a better outreach. During discussions with the communities, it was found that many people were not much aware of the AYUSH systems of medicines, especially Unani and Siddha. But the campaign was well received by the communities and people believe that the AYUSH systems can be effective treatment methods for them.

Conclusion

Reaching out to the Community Radio Stations in the North-East Zone was an arduous task. Establishing contact and coordinating with the Community Radio Stations in the zone was impeded at many stages, especially during data collection. But the campaign was made possible in the zone with proper guidance and relentless coordinative efforts made by CEMCA. More such campaigns are needed to reach out to the communities in the North-East and create awareness regarding various health issues.





Chapter 4:

Conclusion and Recommendations



AYUSH is an acronym for Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy. These systems of medicines have been in practice in India and many of its neighbouring countries for a long time but until a few decades ago, these systems of medicine were quite limited to fields of their own. They remained unknown to a large section of people, barring exceptions in some regions of the country. All these systems were brought together for the first time in March 1995 when the Department of Indian system of medicine was constituted. In November 2003, it was renamed to AYUSH with the intention to gather more attention towards the development and promotion of these systems of medicine. This initiative bore fruit as these systems of medicine found a foothold alongside the Allopathic system in public health services as envisaged.

Things started to change gradually after the National Rural Health Mission (NRHM) was initiated in 2005 by the Government of India with the concept of integrating AYUSH systems into the mainstream and revitalizing local health traditions; this concept was conceived in the 9th five-year plan before being implemented in the country by NRHM. This initiative led to the utilization of untapped workforces, therapeutics and concepts of community health management from the AYUSH systems that were largely overlooked until then. AYUSH facilities were made available in various health facilities like Primary Health Centres, Community Health Centres, District Hospitals etc. The Government of India also identified several concepts, principles and therapeutic practices from the AYUSH systems that could play a vital role as intervention modalities in community health management. If implemented properly, these practices and policies had the potential to be effective instruments in the fight against community health problems at different levels. Efforts were made in this direction with these objectives in mind:

- To provide patients with a choice of different treatment systems
- To functionally strengthen all the facilities
- To lend strength to the implementation of national health programs

Conclusion

The indigenous systems of medicine and local traditions of healthcare can be effective in helping the rural communities in India during extreme situations such as the COVID-19 pandemic. Realising the potential of the AYUSH systems in such times, the Ministry of AYUSH initiated the Immunity Enhancement Campaign and collaborated with CEMCA in this venture. Community Radio Stations were identified as the ideal medium for running the campaign, keeping in perspective that it transcends the reach of any other media in the rural areas. They essay a significant role in informing and educating

Immune India through Community Radio

the local communities in issues regarding different areas such as health, natural disaster, agriculture etc. The campaign was run with an informative and interactive approach to reach out the rural communities and promote immunity enhancement practices. A survey was also carried out along with the campaign to collect information and feedback from the communities regarding different aspects related to health. The major conclusions from the survey are presented below:

- Listeners came to know about the Ministry of AYUSH and the effort made by them to promote Yoga cum Ayurveda and other Indian methods like Siddha, Unani and Homeopathy.
- Audience appreciated the broadcast content and program. More programs of this type are demanded by the community.
- The primary healthcare services are inadequate in many areas of the nation. The health infrastructure should be strengthened so where CRS are situated that basic healthcare services are available and affordable to the people at grassroot levels.
- There is a dire lack of doctors and healthcare staff in the rural areas of the country. Healthcare centres should be provided with doctors and healthcare staff from different systems of medicine so that people can choose from different methods of treatment. Many people were of the opinion that they would have preferred AYUSH treatment methods more often, had there been more trained practitioners in their area. Lack of certified doctors/practitioners could lead to many problems including the practice of fake doctors and healthcare staff.
- People in different regions of the country do not have adequate knowledge about one or the other AYUSH systems of medicine. Apart from Ayurveda and Homeopathy, people do not know much about the other systems of AYUSH. This could potentially lead to misconceptions. Awareness campaigns should be planned to educate people about the AYUSH systems of medicine.
- Many people are not aware of the AYUSH centres in their localities (specially in North) even though they have been in place for a long time. Information regarding the AYUSH centres should be promoted locally so that people are aware of their presence. However, in south, people seem to have a lot of faith in traditional remedies rather than going to modern clinics or hospitals
- People, especially in the rural parts of the country, keenly follow the initiatives of the government. More campaigns regarding different critical issues and aspects of health should be planned and initiated to aid the rural communities.
- Through this campaign not only the audience have started to take preventive measures and have begun to pay attention to personal hygiene, immunity enhancement etc under the present COVID-19 circumstances.
- Community agreed that home remedies are cost effective, and so this is easy to adopt.
- There are numerous health risks, including the spread of infections and allergies, that arise out of poor living conditions. Lack of proper sanitation facilities, accumulation of stagnant water, lack of waste management facilities etc have been cited as major health risks by the rural communities. Efforts made in direction of educating people about observing personal and social hygiene, promoting cleanliness and making proper sanitation facilities available to everyone can help mitigate the health threats by poor living conditions.
- Findings reveal that the people will relate to and support the efforts of the Ministry of AYUSH because of their favour of natural and traditional methods of treatment.

Recommendations

The respondents in the survey were also asked to convey their recommendations to the Ministry of AYUSH. The major recommendations from across the country are listed below:

- Community wants more campaigns related to health-related issues, alternate methods of treatment etc.
- Establish more centres of the AYUSH systems of medicine and thereby improving the healthcare facilities.
- Provide more doctors and healthcare staff belonging to the AYUSH systems.
- Audience appreciated the content of the Campaign. They wanted to know more about the traditional methods of health care.
- Set up medical camps in rural areas to aid the rural and marginalised communities.
- Make medicines available at AYUSH stores at affordable prices. Plan schemes like providing Health Cards to make healthcare services affordable for the poor.
- Develop strategic goals concerning the health sector on a short-term and long-term basis.



Appendix

List of Community Radio Stations

List of Zonal Project Coordinators

Survey Questionnaires- Part 1 and Part 2

Broadcast Schedule of the Programme

Survey Questionnaires- Part 1 and Part 2

Broadcast Schedule of the Programme





Broadcast Script- English and Hindi







Photographs

Banners and Posters






Media Coverage







Annexure 1: List of Community Radio Stations

North-East Zone								
S. No.	Name of Organisation	Category	Name of CR	Address	District	State	Contact Person	Logo
1	Dibrugarh University	EDU	Radio Gyanmalinee	Dibrugarh University, Dibrugarh, Assam-786004	Dibrugarh	Assam	Prof. Nirode Boruah 8133841477; 07002195512 nirodboruah@gmail.com	
2	David Super Star Bodal	NGO	Friend CR	Opp. Water Supply, Office, Dhaleswar, Kalyani	West Tripura	Tripura	Ms. Debanjana Devbarman, +919366762940 crsprojecttripura@gmail.com	
3	Krishna Kanta Handiqui State Open University	EDU	Jnan Taranga	Krishna Kanta Handiqui State Open University, Patgaon, Rani, Guwahati, 781017	Guwahati	Assam	Ms. Sangeeta Kakoty +91-94.35529660 sangeeta.kakoty@kksou.in	
4	Youth Step Forward Centre	NGO	Radio Nongin	Wangjing Bazar, Thoubal-795148	Thoubal	Manipur	Mr. Y. Ibungochouba, 08920654897 ysfc.ngo@gmail.com	





East and Central Zone									
5	Manbhumi Ananda Ashram Nitayananda Trust	NGO	Radio Mant	68/7 Purna Das Road, Ward: 86 Police Station, Gariahat-700029	Kolkata	West Bengal	Dr. Nirmalaya Mukharji 8420011313 mant.kolkata@gmail.com		
6	Snehi Lokotthan Sansthan	NGO	Radio Snehi	Nai Basti Fatehpur, Shiwajee Nagar-841226	Siwan	Bihar	Mr. Madhusudan Pandit 0934069148, 09973180418 09473438023 radiosanehi@gmail.com; snehingo@rediffmail.com		
7	Nav Jagriti Yuva Mandal	NGO	Radio Jagriti	Giridih-825324	Giridih	Jharkhand	Mr. Nirajan Kumar 9123105488, 9123411729 diymdabari@gmail.com radiojagriti@gmail.com		
8	Radio Sanskar	NGO	Radio Sanskar	Lala Sahi, Jagatsinghpur, Odisha-754 103	Jagatsinghpur	Odisha	Mr. Soumya Ranjan Nayak 09439439082, 06724220174 7978219954 radiosanskar@gmail.com		
9	Radio Mann	NGO	Radio Mann	Raghosadan Ramdawara, Madhya Pradesh-464001	Vidisha	Madhya Pradesh	Mr. Rabindra Raghuvanshi +91-7999543984 +91-9098369116 radiomann90.8@gmail.com		
10	Hamar Radio Vikas	EDU	Hamara CR	Anusandhan Sansthan, Ward No. 13, Satpata, Bishrampur, Chhattisgarh-497 226	Surajpur	Chhattisgarh	Mr. Viresh Singh 09926633733 vireshn9@gmail.com		

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North-East Zone								
S. No.	Name of Organisation	Category	Name of CR	Address	District	State	Contact Person	
West Zone								
11	Social Work & Research Centre (Barefoot College)	NGO	Radio Tilonia	Tilonia Village 305816	Ajmer	Rajasthan	Ms. Aarti Devi 06375119209 tilonia.radio@gmail.com bunker.roy1@gmail.com barefootcollege@gmail.com	
12	Dayal Foundation for Agriculture & Rural Development	NGO	Radio Kisanvani Deeg	Hanumanji Sadan, Near Manav Bharti School, Nemda Gate-321001	Bharatpur	Rajasthan	Dr. Pramod Kumar Sharma 9414-427054 dayalfoundation.bp@gmail.com	
13	Yerala Projects Society	NGO	Radio Yeralavani	Yerala Bhawan, Near Tata Petrol Pump Miraj Road, Vishrambag-416416	Sangli	Maharashtra	Ms. Anuradha Kunte 8275377077 0233-2671318 yeralavani91.2@gmail.com yeralaproject@dataone.com	
14	Saiyere Jo Sangathan	NGO	Saiyere Radio	Bhimsar Village, Nakatrana Taluk-221124	Kutch	Gujarat	Ms. Preeti Soni, 094-27512958, 02835-221124 saiyerejosangathan@gmail.com ujjasradio@gmail.com	
15	Snehalaya	NGO	Radio Nagar	F-239, MIDC, Near Shree Tiles Chowk-414111	Ahmednagar	Maharashtra	Priti Bhombe 09970982505 radionagar@snehalaya.org, info@snehalaya.org, snehadhar@snehalaya.org	

North Zone									
S. No.	Name of Organisation	Category	Name of CR	Address	District	State	Contact Person	Logo	
	Chitkara Educational Trust	NGO	Radio Chitkara	Sco 162-163 Sector 9-C Madhya Marg-160009	Chandigarh	Chandigarh	Dr. Ashutosh Mishra 09501105609 ashutosh.mishra@chitkara.edu.in, pankaj.garg@chitkarauniversity.edu. in, radio1078@chitkara.edu.in		
	Ashutosh Shiksha Evam Sewa Sansthan	NGO	Radio Gorakhpur	KIPM Campus, Plot No. BL - 1&2, Sector - 09, GIDA- 273001	Gorakhpur	Uttar Pradesh	Mr. B. P. Mishra 08009902940, 09076563908 0551-2580416 radiogorakhpurf90.8@gmail.com		
	Radio Dehradun	EDU	Radio Dehradun	I.T.I. Opp. Bhalaji Dham, Near Science City, Vidya Mata Rajrani Marg, Dehradun, Uttarakhand	Jhajhra	Uttarakhand	Mr. Tarun Vijay 08272031124, 09013181888 +91-8755668806 dehradunradio@gmail.com		
	Shramik Bharti	NGO	Waqt Ki Awaaz	Opposite Ganga Bal Vidyalyaya, Bairy Dariyao, Bairi Sawai, Maitha, Akbarpur-208024	Kanpur Dehat	Uttar Pradesh	Ms. Radha Shukla 08953991352, 8840097976 waqtkiawaaz@gmail.com info@shramikbharti.org.in, shramikbhartikanpur@gmail.com		
	Pir Panchal	NGO	Radio Sharda	40 Subhash Nagar-180002	Jammu	J&K	Mr. Ramesh Hangloo 0191-2597806 rameshhangloo@yahoo.co.in		
	Kadalosai	NGO	Kadalosai	125, Railway Feeder Road, Pamban, Ramanad, Tamil Nadu- 623 521	Ramanad	Tamil Nadu	Ms. Gayathri +91-9940959358 nesakkarangalcharitabletrust@ yahoo.com, kadalosaifmad@gmail.com		

Immune India through Community Radio

North Zone									
S. No.	Name of Organisation	Category	Name of CR	Address	District	State	Contact Person	Logo	
	Sri Vishnu Engg. College for Women	EDU	Vishnu Radio 90.4	Sri Vishnu Engg. College for Women, Vishnupur, Bhimavaram 534202, West Godavari Andhra Pradesh 534202	West Godavari	Andhra Pradesh	Mr. Hanuma Prasad Kaligotla +919014394537 radiovishnu@gmail.com prasadbhie@gmail.com		
	Sister Niveditha Society	NGO	Radio Manjeera	4-5-73/65, Om shanti Marg, Near Malkapur X Road, Medak 502001	Medak	Telangana	Mr. Jagdishwar Yadav 9440881067, 9491059474 sangareddy.bk@gmail.com radiomanjeera@gmail.com		
	Narayana Hrudyalaya School of Nursing	EDU	Radio Nammanadi	No. 258/A, Bommasandra Industrial Area Anekal Taluk-562158	Bangalore Rural	Karnataka	Mr. Nagaraja Pani, 9008931691 community.radio@narayanahealth.org, nammanadi@gmail.com		
	Wayanad Social Service Society	NGO	Radio Mattoli	Dwaraka, Nallurnad Post, Mananthavady-670645	Wayanad	Kerala	Fr. Bijo Thomas Karukappally 09447264935, 09446034422 04935-242008 adiomattoli@gmail.com		

Annexure 2: List of Project Coordinators

S. No.	Name	Address	Contact Details	Zone
1	Mr. Ratna Das	Senior Radio Activist, Radio Luit, Gauhati University, Guwahati, Assam	Phone- 7002573401 E-mail: ratnam4uonly@ gmail.com	North-East Zone
2	Mr. Jitender Sharma	Manager, Audio Visual and Radio Sironj, MP Building 15, 2nd Floor, CSP Flats, East of Kailash, New Delhi	Phone: 9319969042 E-mail: jitenderkumar@ isapindia.org	Central & East Zone
3	Dr. Honey Patnaik	Office-in-Charge, Voice of SOA CR, SOA University, Khandagiri Square Bhubaneshwar – 30	Phone: 8280195554 E-mail: honeypatnaik@ gmail.com	West Zone
4	Ms. Seema Bharti Srivastava	Station Manager, Flat No. 7, Fatima Complex, Aishbagh Road, Lucknow, U.P. -226004	Phone: 9839211624 E-mail: sri.seema@gmail. com	North Zone
5	Mr. Nittin Paul Matthew	E- 12/34A, Second Floor, Hauz Rani, Malviya Nagar, Delhi-110017	Phone: 8447215138 E-mail: nittinpaul01@ gmail.com	South Zone



Annexure 3: Survey Questionnaires (Part I)



IEC Campaign on “Optimise Immunity, Prevent Disease”

Respondent Number.....

Respondent Demographic Profile

Name of the respondent:.....

Address:.....

.....

Occupation:.....

.....

Gender:

Male:

Female:

Transgender:

Age

>20

31-40

51-60

21-30

41-50

61 and above

1. Do you listen to radio?

If yes, when?

A) Morning

B) Afternoon/Evening

C) Night

2. Do you listen to health-related programmes on radio?

Yes/No

3. Do you read articles related to health?

Yes/No

4. Do you watch health-related programmes on TV or other media?

Yes/No

5. Are you susceptible to cold and flu frequently?

Yes/No

6. Did you catch any infection in the last six months?

Yes/No

If yes, please specify.....

7. Do you suffer from any of the following?

A) Diabetes

B) Blood Pressure (BP)

C) Arthritis

D) Skin problems

E) Loss of sleep

F) Other

If yes, please specify.....

8. What do you take to improve your immunity?

A) Green Vegetables

B) Spices

C) Fruits, nuts and/or Other

D) All of the above

9. Do you take any vitamin supplements?

Yes/No

10. Do you exercise or engage in any physical activities regularly?

Yes/No

11. Do you have a Public Health Centre or any other health facility?

Yes/No

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12. What type of treatment do you prefer?

- A) Allopathy
- B) Ayurveda
- C) Yoga
- D) Unani
- E) Siddha
- F) Homeopathy
- G) Naturopathy
- H) Other

If yes, please specify.....

13. Do you have an Ayurveda Centre?

Yes/No

14. Do you have a Yoga Centre?

Yes/No

15. Do you have a Unani Centre?

Yes/No

16. Do you have a Siddha Centre?

Yes/No

17. Do you have Homeopathy Centre?

Yes/No

18. Name five most important health concerns faced by your community.

Area	Issue(s)

Annexure 3: Survey Questionnaires (Part-II)



IEC Campaign on “Optimise Immunity, Prevent Disease”

Respondent Number.....

Respondent Demographic Profile

Name of the respondent:.....

Gender:

Male: Female: Transgender:

Age

>20 31-40 51-60

21-30 41-50 61 and above

1. Do you think the Ministry of AYUSH’s Immunity Campaign programme broadcast on the Community Radio has helped you?

Yes/No

2. Did you listen to the programme and follow the instructions/suggestions given by the Ministry of AYUSH?

Yes/No

3. Which of the following did you adopt/practice after listening to the programme?

- A) Drinking hot water
- B) Practising Yoga/meditation
- C) Proper rest/sleep
- D) Physical activities

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- E) Ayurvedic home remedies
- F) Siddha home remedies
- G) Using arsenicum album (Homeopathic medicine)
- H) Herbal tea
- I) Turmeric and milk
- J) Taking Clove powder with honey or khand
- K) Eating Chyawanprash
- L) Using sesame oil/shell oil/desi ghee for cough and sore throat

4. Did you observe any change after practising this? Yes/No

If yes, what?.....

5. Which of the following would you like to know more about and are most likely to adopt?

- A) Ayurveda
- B) Yoga
- C) Unani
- D) Siddha
- E) Homeopathy
- F) Allopathy
- G) Naturopathy
- H) Other, please specify.....

6. Do you think that Ayurveda, Yoga, Unani, Siddha and Homeopathy can be effective treatment methods in your community?

Yes/No

7. Do you have any difficulty in finding these treatment methods in your community?

Yes/No

8. Any suggestions or recommendations that you would like to put forward to the Ministry of AYUSH?

.....

Broadcast Script - English and Hindi

English Script

Optimise Immunity, prevent disease

Announcer: Listeners, The Ministry of Ayush presents this sponsored radio program optimise immunity, prevent disease.

Aarogya: Kalyani....

Kalyani: Oh!! Aarogya it's you, come...sit...

Aarogya: Thank you...were you sleeping?

Kalyani: No, just like this....

Aarogya: It seems that the habit of sleeping late at night in lockdown has not gone yet...

Kalyani: Yes you are right... sometimes it happens.... Actually, late at night I was watching a historical serial. Do you know it was a strange story.

Aarogya: What's that?

Kalyani: The hero who was in the whole series....finally villain overcame him and killed him.

Aarogya: How?

Kalyani: The hero was a big fighter....but one day he did not have the momentum...so just looking at the opportunity, Villain dominated him and killed him.

Aarogya: Yes, this is what happens when we do carelessness. If there is no shield then the enemy will dominate.

Kalyani: Yes, That is true.

Aarogya: By the way, Kalyani... Whatever has happened to your hero.... But its link is also connected to our program.

Kalyani: How?

Aarogya: Yes, That's what all Ayush system say.....To be healthy.....we should always keep our defence mechanism ready and you know what our shield is ...

Kalyani: What is that?

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Aarogya: Our shield is our buffering capacity...that is, our immunity.

Kalyani: Yes, I understand Aarogya...If our immunity is strong then we can never be attacked by any disease anywhere. Even if an attack happens, our shield means our immunity will protect us from it.

Aarogya: Absolutely Kalyani, you got it right...Now here's one more thing to note that when we often do get sick then our attention goes towards our immunity. Like Warrior takes the shield on the battlefield, not like after the injury he takes the shield in his hand. What will the shield do once you are injured?

Kalyani: Absolutely right....So let's start the program...

Aarogya: Yes, Let's start.

Kalyani: Let's first introduce...

Aarogya: Sure. Hello listeners, I am Aarogya and I am with....

Kalyani: Kalyani, accept my lovable hello too.

Aarogya: Listeners, We have brought for you this enlightening and healthy program of the Ministry of justice.

Both: Optimise Immunity, prevent disease.

Aarogya: Friends, we all know that prevention is better than cure. This means precaution is better than cure. Now the epidemic like COVID - 19 is spreading in the world. In addition to this, many other diseases like Chikungunya, Encephalitis, Hepatitis A or B, TB means Tuberculosis, AIDS, Ebola etc always haunts us.

Kalyani: Yes, friends, while getting up, sitting in the office, traveling in the bus or metro, at a wedding or party, or in a crowded place, when we are surrounded by people, we do not know that who are the sick people around us. We come in contact with them unknowingly. So in this way only one power can save you, protect you and it is the potential of your own body i.e immunity. If it is understood in easy language, then it will be called the Body's Natural Defense System.

Aarogya: So we have to optimise our own natural defense system i.e. immunity. There is a need to make it more powerful and also to be maintained.

Kalyani: So friends, to develop this natural defence system, we have to stay on natural things only to make it more powerful.

Aarogya: But How?

Kalyani: From Ayurveda... Ayurveda gives us the address of this treasure of nature. Nature has kept many such things in her dock, which optimises our immunity and makes us powerful.

Aarogya: Absolutely Kalyani. That is why Ayurveda is called the science of life. Which tells us how we can live a healthy and happy life. However, along with Ayurveda, Unani, Siddha and Homeopathic are also quite popular in India. And they also have their own importance. To maintain health, six things are important. Clean air; nutritious and balanced food; physical activities; proper rest; complete sleep; and excretion for clear bowel.

Kalyani: Yes listeners, as far as Ayurveda is concerned, the comprehensive knowledge of Ayurveda is based on two things: Dinacharya and Ritucharya. There are some rules or actions in the Dinacharya that we can adopt in our daily life and we should definitely adopt. Ritucharya contains rules or actions that should be done when the weather changes.

Aarogya: So Kalyani, you have talked about changing the weather, so it seems that we need to change the mood of our listeners as well.

Kalyani: Yes, I got your point. So let's take a short break and represent this beautiful song to our sweet listeners.

Musical Break

Aarogya: Listeners are welcome once again in our informative and healthy program called “ Optimise Immunity, prevent Disease”.

Kalyani: Friends, let us also tell you that this program is reaching you with the courtesy of the Ministry of AYUSH.

Aarogya: So friends, before going on a break, we were talking about the routine prescribed by Ayurveda, that is Dinacharya and Ritucharya.

Kalyani: So Arogya ji, now gives a little light on the routine of Dinacharya and Ritucharya.

Aarogya: Yes yes sure!! . See as far as Dinacharya and Ritucharya are concerned, one thing is very easy. Which I do daily without absence. And everyone should include it in their routine.

Kalyani: What is that?

Aarogya: Waking up in the morning and drinking hot water This keeps our digestion healthy. And when the digestion is healthy, immunity will also be maintained. As far as Aayush is concerned, according to him, hot water should be consumed throughout the day. This means that you should get used to drinking hot water more often. This optimises immunity.

Kalyani: You told about your habits which Ayush also gives advice. So let me also tell you that I do yoga, pranayama, and meditation daily for about thirty minutes. The Ministry of AYUSH advises this as well.

Aarogya: Oh, so this is the secret of your glowing body.

Kalyani: And my health too. So, it was about Ayurveda and Unani. There are some medicines in homeopathy, which Ayush also recommends for immunity optimisation. Homeopathic medicines strengthens the body's immune system.

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Aarogya: Ok!! What are those medicines?

Kalyani: For example, to optimise immunity and fight diseases, Arsenicum Album 30, whose four pills should be taken once in the morning, daily for three days. And as long as there is a risk of an epidemic it should be taken again after one month. Anyway, the amount of medicine remains so useful that there is no risk of side effects.

Aarogya: Is there medication available for prevention in homeopathy?

Kalyani: If we look at the history of the last two hundred years, we will find that homeopathy has played a very important role in reducing death rate in various epidemics. The contribution of homeopathy to mortality and infection prevention is also scripted. Being close to nature, not only it is effective in the prevention of diseases, but it is also a safe, and cost effective method of medicine. Different medications are indicated on different pandemics. Therefore, be aware of the instructions of the Ministry at the time of the epidemic.

Aarogya: Ok! Kalyani, There is another work that is related to the kitchen of our house. And I will tell it to my listeners.

Kalyani: What do you mean?

Aarogya: That means, when I returned from America a few months ago, I went to visit my grandmother.

Flashback

(With Laugh)

Aarogya: Hey grandma I have become fat by going to the US. Like my mother, do you also think that I am looking weak?

Dadi: No no son, I am talking about your immunity being weak.

Aarogya: Weak immunity, how grandma ?

Dadi: Son you would not have got a little bit of handmade grandmother's food in America. You must have eaten the burger there. The point of eating at home is different. Household food is healthy and also optimises immunity.

Aarogya: How Grandma?

Dadi: Hey son, turmeric, cumin, coriander, ginger, garlic, black seeds etc. are added to the handmade food. And I always use all these spices. My maternal grandfather was a great doctor. They used to say that turmeric, cumin, coriander, garlic have a lot of properties to optimise immunity. Therefore, you should always use these ingredients in your food. So tell me you were fat or weak in the US for a month. Because a healthy person is the one who has strong immunity, Understand.

Aarogya: Yes! Grandma I understand. (with laugh)....

Flashback Ended

Kalyani: Oh, yes, you have done a great job to record this thing of grandma. Today, I will tell my mother to always use turmeric, cumin, coriander, ginger, black seed, and garlic in her food. This will increase the taste and immunity.

Aarogya: Really. And I think our listeners might have noted these things as well. Friends, you also take special care of these things in your kitchen. Do not let them fall short in food.

Kalyani: Well Done! Aarogya you did a great job by recording your grandma. You know what I have also done a good job.

Aarogya: And what is that?

Kalyani: Do you know that I talked to an expert of AYUSH for this program to optimise immunity. He has recorded a message for our listeners. Now if you allow, Let me present it.

Aarogya: Oh!! Sure, why not.

Kalyani: Here it is....

Expert: You all know that for the last few months, the COVID 19 epidemic has put us all in danger all over the world. In such a situation, there is only one thing that can save us from this epidemic. And that is our immunity. That is why our Ministry of AYUSH has recommended some tips, which we should use daily. For example, if you take one teaspoon of Chyawanprash in the morning daily, it is very good for our immunity. If you go to Unani, you can also take Khamira Marwareed, Habb-E-Asgand, Joshanda Behidana 3 grams, Unaab five grains, mix it in 250 milliliters of water and drink once or twice a day. Those who are diabetic patients can take only Habb-E-Asgand. If you go to Siddha, you can take Nellikkai Legiyam 5 grams or Amukkara Chooram 2 grams in the morning. Kabasura Kudineer or Nilavembu Kudineer can be consumed from 30 ml to 40 ml once daily. The homeopathic specified medicine arsenicum album can also be consumed, this can be found in the market easily. Apart from this you can drink herbal tea and it can be prepared easily at home. Make a boiled decoction in basil, cinnamon, black pepper, dry ginger, and dry grapes, mix jaggery or lemon juice as per your taste and drink it every morning and evening. Drinking turmeric and milk together twice will also give an immunity boost, these things are mentioned in Ayurveda, Unani, and Siddha. You can do one thing more with it, apply sesame oil, shell oil or desi ghee in your nose in the morning and evening, it will keep the nose and throat clean and will not produce cough. If there is a slight sore throat, gargle this oil in the mouth with a tablespoon for two or three minutes, then gargle with warm water and do this two to three times a day. If there is a dry cough or sore throat, try fresh mint leaves or parsley in water and try it at least once a day. Or, take clove powder mixed with khand or honey two to three times a day, it will provide relief and your immunity will also remain boosted up. One thing I want to say to all the listeners in particular is that if you are getting any kind of treatment like Allopathy, Homeopathy, Ayurveda, Unani, Siddha or any kind of treatment, then you should not stop that treatment simply. Surely follow these tips. And finally, one more thing to be clear, whatever these prescriptions are, they are for immunity optimisation only and not seen as a cure for epidemic like COVID 19. These

prescriptions can save you from any disease like this, but they are not a cure for any disease. So follow these home remedies and increase immunity.

Aarogya: Listeners now let us tell you that the Government of India is setting up an infrastructure under the National AYUSH Mission. Today, 3,986 hospitals and 27,199 primary centers and community health centers have been established across the country. You can get consultations and medicines for free by visiting these centers and hospitals.

Kalyani: Thank you!! Arogya for giving this great news.

Aarogya: So listeners allow us to say bye, hope that you have noted and will adopt all these home remedies. Friends, The Ministry of Ayush wishes for your best health. You should take care of yourself and your family. Thank you.

Both: Goodbye!



Hindi Script

इम्यूनैटी बढ़ाओ, रोग भगाओ

उद्घोषक: श्रोताओ, प्रस्तुत है आयुष मंत्रालय द्वारा प्रायोजित रेडियो कार्यक्रम इम्यूनैटी बढ़ाओ, रोग भगाओ

आरोभ्य: कल्याणी

कल्याणी: अरे आरोभ्य तुम....आओ आओ.....बैठो.....

आरोभ्य: थैक्यू...सो रही थी क्या.....

कल्याणी: नहीं बस ऐसे ही....

आरोभ्य: लगता है लॉकडाउन में रात में देर से सोने की आदत अभी गई नहीं.....

कल्याणी: हां...ठीक कह रहे हो....कभी कभी हो जाता है....असल मे देर रात एक पुतिहासिक धारावाहिक देख रही थी जानते हो बड़ी अजीब कहानी थी

आरोभ्य: वो क्या ?

कल्याणी: पूरी सिरिज में जो हीरो था....आखिर में विलेन उस पर हावी हो गया और उसे मार दिया

आरोभ्य: वो कैसे ?

कल्याणी: भई हीरो जो था वो था तो बड़ा फाईटर ...लेकिन एक दिन उसके पास उसकी ढाल नहीं थी....तो बस मौका देखकर विलेन उस पर हावी हो गया और उसे मार दिया

आरोभ्य: हूं...यही होता है जब हम लापरवाही कर देते हैं अगर ढाल नहीं होगी तो दुश्मन तो हावी होगा ही

कल्याणी: हां....ये तो है....

आरोभ्य: वैसे कल्याणी ...तुम्हारे हीरो का अंत खैर जो भी हुआ हो....लेकिन इसकी कड़ी कहीं ना कहीं हमारे कार्यक्रम से भी जुड़ती है

कल्याणी: वो कैसे ?

आरोभ्य: अरे भई सभी आयुष पद्धतियां यही तो कहती हैं....कि स्वस्थ रहने के लिये....निरोधी रहने के लिये....हमें अपनी ढाल को हमेशा अपने पास रखना चाहिये....और जानती हो हमारी ढाल क्या है....

कल्याणी: क्या है....

आरोभ्य: हमारी ढाल है हमारी रोग प्रतिरोधक क्षमता....यानी हमारी इम्यूनैटी....

कल्याणी: हां मैं समझ गई आरोभ्य....हमारी इम्यूनैटी अगर मजबूत होगी....तो हमारे ऊपर कहीं भी कभी भी किसी भी रोगाणु का हमला नहीं हो सकता अगर हमला होता भी है तो हमारी इम्यूनैटी यानी हमारी ढाल उससे हमारी रक्षा करेगी

आरोभ्य: बिलकुल कल्याणी....ठीक समझीं तुम...अब यहां एक बात और और करने की है कि अकसर हम क्या करते हैं कि जब हम बीमार पड़ जाते हैं तब हमारा ध्यान हमारी इम्यूनैटी की तरफ जाता है अरे भई युद्ध के में दान में योद्धा ढाल लेकर उतरता है ना कि जल्मी होने के बाद ढाल हाथ में लेता है जब एक बार आप घायल हो गए तब ढाल क्या करेगी

Immune India through Community Radio

क्ल्याणी: बिलकुल सही....तो चलो कार्यक्रम की शुरुआत करें....

आरोभ्य: हां करते हैं

क्ल्याणी: तो पहले परिचय हो जायु....

आरोभ्य: ज़रूर श्रोताओं नमस्कार, मैं हूँ आरोभ्य और मेरे साथ हैं.....

क्ल्याणी: क्ल्याणी, स्वीकार कीजिये मेरा भी प्यार भरा नमस्कार

आरोभ्य: श्रोताओं, हम दोनों आपके लिये लेकर आए हैं आयुष मंत्रालय का ये ज्ञानवर्धक और स्वास्थ्यवर्धक कार्यक्रम दोनों - इम्यूनिटी बढ़ाओ रोग भगाओ

आरोभ्य: दोस्तो, हम सभी जानते हैं कि प्रीवेशन इज बेटर देन क्यूर यानी अहतेयात इलाज से बेहतर है अब जब कि सारी दुनिया में कोविड 19 जैसी महामारी फैली हुई है इसके अलावा और भी कई बीमारियों जैसे चिकुनगुनिया, इनसेफ़लाईटिस, हेपीटाईटिस ए और बी, टीबी यानी तपेदिक, एड्स इबोला वगैरह का खतरा हमेशा हमारे ऊपर मंडराता रहता है

क्ल्याणी: जी दोस्तों, आते जाते उठते बैठते, ऑफिस में, बस या मेट्रो में सफ़र करते हुए, किसी शादी या पार्टी में..या किसी भीड़भाड़ वाली जगहों में, जब हम बहुत से लोगों से घिरे होते हैं, तो हमें नहीं मालूम होता कि हमारे आस पास किस बीमारी से प्रभावित व्यक्ति है... जाने अनजाने हम उसके संपर्क में आ ही जाते हैं....तो ऐसे में सिर्फ़ एक ही शक्ति आपको बचा पाती है आपकी रक्षा कर पाती है और वो है आपकी अपने शरीर की रोगप्रतिरोधक क्षमता यानी इम्यूनिटी जिसे अगर आसान भाषा में समझा जाय तो इसे कहेंगे बॉडीज नैचुरल डिफेंस सिस्टम यानी शरीर की प्राकृतिक रक्षा प्रणाली

आरोभ्य: इसलिये हमें अपनी इसी प्राकृतिक रक्षा प्रणाली यानी इम्यूनिटी को बढ़ाने की....और अधिक शक्तिशाली बनाने की ज़रूरत है और बनाए रखने की भी ज़रूरत है

क्ल्याणी: तो दोस्तों, हमें इस प्राकृतिक रक्षा प्रणाली को विकसित करने के लिये, इसे अधिक शक्तिशाली बनाने के लिये प्राकृतिक चीजों का ही सहारा लेना पड़ेगा ना

आरोभ्य: लेकिन कैसे ?

क्ल्याणी: आयुर्वेद से....आयुर्वेद हमें कुदरत के इसी खज़ाने का पता देता है कुदरत ने अपनी गोदी में अनगिनत ऐसी चीजें संभाल कर रखी हैं जो हमारी इम्यूनिटी को बूस्ट अप यानी बढ़ाती हैं इसे शक्तिशाली बनाती हैं

आरोभ्य: बिलकुल क्ल्याणी तभी तो आयुर्वेद को जीवन का विज्ञान कहा जाता है जो हमें बताता है कि कैसे हम एक स्वस्थ और खुशहाल जीवन जी सकते हैं वैसे भारत में आयुर्वेद के साथ साथ यूनानी, सिद्धा और होम्योपैथी भी काफी प्रचलित हैं और इनका भी अपना महत्व है अब जैसे यूनानी पद्धति में सेहत को बरकरार रखने के लिये छे बातों पर अमल करना ज़रूरी बताया गया है साफ़ हवा, पौष्टिक और संतुलित खाना पीना यानी जल्द पचने वाला खाना खाएं, शारिरिक गतिविधियां और आराम, मानसिक गतिविधियां और आराम, पूरी नींद लेना और समय पर जागना, अवधारणा और मलत्याग का संतुलन

क्ल्याणी: जी हां श्रोताओं, वैसे जहां तक आयुर्वेद की बात है तो आयुर्वेद का व्यापक ज्ञान दो बातों पर आधारित है दिनचर्या और ऋतुचर्या दिनचर्या में कुछ ऐसे नियम या कार्यआते हैं जिन्हें हम अपनी रोजमर्रा की जिंदगी में अपना सकते हैं और अपनाते भी चाहिये और ऋतुचर्या में वो नियम या कार्य आते हैं जो मौसम बदलने पर किये जाने चाहिये

आरोभ्य: तो क्ल्याणी तुमने मौसम बदलने की बात की है तो मुझे ऐसा लगता है कि हमें अपने श्रोताओं का भी थोड़ा मूड बदलने की ज़रूरत है

क्ल्याणी: हां मैं समझ रही हूँ तुम्हारा इशारा....तो चलो लेते हैं एक छोटा सा ब्रेक....और सुनवाते हैं अपने श्रोताओं को ये मधुर गीत...

म्यूजिकल ब्रेक

आरोभ्य: श्रोताओं को स्वागत है एक बार फिर आपका हमारे इस ज्ञानवर्धक और स्वास्थ्यवर्धक कार्यक्रम में जिसका नाम है “इम्यूनिटी बढ़ाओ रोग भगाओ”

कल्याणी: दोस्तों आपको ये भी बताते चलें कि ये कार्यक्रम आप तक पहुंच रहा है आयुष मंत्रालय के सौजन्य से

आरोभ्य: तो दोस्तों, ब्रेक पर जाने से पहले हम बात कर रहे थे आयुर्वेद के द्वारा बताए गए दिनचर्या की और ऋतुचर्या की

कल्याणी: तो आरोभ्य जी, अब जरा दिनचर्या और ऋतुचर्या पर थोड़ा प्रकाश भी डाल दीजिये

आरोभ्य: हां हां जरूर देखो भई जहां तक दिनचर्या की बात है तो एक काम तो बहुत आसान है जो मैं रोजाना बिना नागा करता हूं और इसे हर किसी को अपनी दिनचर्या में शामिल करना ही चाहिये

कल्याणी: वो क्या ?

आरोभ्य: सुबह सवेरे उठकर नहार मुंह गर्म पानी पीना इससे हमारी पाचन क्रिया दुस्त रहती है और जब पाचन क्रिया दुस्त रहेगी तो इम्यूनिटी भी बनी रहेगी जैसे जहां तक आयुष की बात है तो उनके अनुसार पूरे दिन गर्म पानी पीते रहना चाहिये इसका मतलब ये है कि अधिक से अधिक बार गर्म पानी पीने की आदत डालें इससे इम्यूनिटी बढ़ती है

कल्याणी: चलो तो तुमने अपनी आदत के बारे में बताया जो आयुष भी सलाह देता है तो मैं भी आपको बता दूँ कि मैं रोजाना योगासन, प्राणायाम और मेडीटेशन करती हूँ लगभग तीस मिनट तक इसकी सलाह भी आयुष मंत्रालय देता है

आरोभ्य: ओहो...तो ये राज है आपकी चमकती दमकती काया का

कल्याणी: और मेरी सेहत का भी तो आरोभ्य ये तो रही बात आयुर्वेद और यूनानी की होम्योपैथी कुछ दवाएं हैं जिन्हें आयुष भी सलाह देता है इम्यूनिटी बूस्टअप के लिये होम्योपैथिक दवाएं रोगप्रतिरोधक क्षमता को बढ़ाती हैं और शरीर की प्रतिरक्षा प्रणाली को मजबूत बनाती हैं

आरोभ्य: अच्छा वो कौन सी दवाएं हैं ?

कल्याणी: उदाहरण के तौर पर कोविड के प्रति इम्यूनिटी को बढ़ाने के लिये अरसेनिकम अलबम 30 है, जिसकी चार गोलियां तीन दिन रोज सुबह एक बार खाली पेट लेनी चाहिये और जब तक ये महामारी का खतरा है, तब तक इसे एक महीने बाद फिर से लेना चाहिये जैसे भी दवा की मात्रा इतनी कम रहती है कि दुःप्रभाव आने का खतरा नहीं

आरोभ्य: क्या, होम्योपैथी में प्रिवेशन के लिये भी दवा उपलब्ध है ?

कल्याणी: अगर हम पिछले दो सौ वर्षों का इतिहास देखें तो पाएंगे कि विभिन्न महामारियों में होने वाली मृत्यु दर को कम करने में होम्योपैथी ने अत्यंत महत्वपूर्ण भूमिका निभाई है ना केवल मृत्यु दर बल्कि संक्रमण से बचाव में भी होम्योपैथी का योगदान लिपीबद्ध है प्रकृति से निकट होने के कारण, ना केवल ये रोगों की प्रिवेशन में कारगर है बल्कि चिकित्सा के लिये भी सुरक्षित, असरदार और किफायती पद्धति है जैसे अलग अलग महामारियों पर विभिन्न औशधियों को इंगित किया जाता है इसलिये महामारी के समय मंत्रालय के निर्देशों के प्रति सजग रहे

आरोभ्य: अच्छा कल्याणी एक काम और है जो हमारे घर की रसोई से सम्बंध रखता है और उसके बारे में मैं बताउंगा बल्कि अपने श्रोताओं को सुनवाउंगा

कल्याणी: मतलब ?

आरोभ्य: मतलब कुछ महीने पहले मैं अमेरिका से लौट कर आया तो मैं अपनी दादी से मिलने गया

फ्लैश बैक

(हंसते हुए)

आरोध: अरे दादी मैं यूएस जाकर मोटा हो गया हूँ...मां की तरह आपको भी मैं कमजोर दिखाई दे रहा हूँ...

दादी: नहीं नहीं बेटा...मैं तेरी इम्यूनैटी के कमजोर होने की बात कर रही हूँ...

आरोध: इम्यूनैटी कमजोर वो कैसे दादी ?

दादी: वो ऐसे बेटा कि तुझे अमेरिका में दादी के हाथ का बना खाना थोड़ी मिला होगा वहां तो वही बर्गर शर्गर खाए होंगे तूने घर के खाने की बात ही अलग होती है घर का खाना स्वास्थ्यवर्धक होता है और रोग प्रतिरोधक क्षमता को भी बढ़ाता है

आरोध: वो कैसे दादी ?

दादी: अरे बेटा घर के खाने में हल्दी, जीरा, धनिया, अदरक, लहसुन, कलौंजी वगैरह डाला जाता है और भई में तो इन सब मसालों का हमेशा इस्तेमाल करती हूँ...क्योंकि मुझे मालूम है मेरे नाना बहुत बड़े वैद्य थे वो बताया करते थे कि हल्दी, जीरा, धनिया, लहसुन में इम्यूनैटी बूस्ट अप प्रॉपर्टीज बहुत अधिक मात्रा में होती हैं इसलिये अपने खाने में इन मसालों का इस्तेमाल हमेशा करना चाहिये तो बता तू एक महीने यूएस में मोटा हुआ या कमजोर हुआ क्योंकि सेहतमंद इंसान वही होता है जिसकी रोगप्रतिरोधक क्षमता यानी इम्यूनैटी मजबूत होती है समझा

आरोध: हां दादी समझ गया हंसते हुए

फ्लैश बैक समाप्त

क्लयाणी: अरे वो आरोध...ये तो तुमने बहुत अच्छा काम किया कि दादी की ये बात रिकार्ड कर ली मैं आज ही मां से कहती हूँ... कि खाने में वो हल्दी...जीरा, धनिया, अदरक, कलौंजी और लहसुन का इस्तेमाल हमेशा किया करें...इससे टेस्ट भी बढ़ेगा और इम्यूनैटी भी बढ़ेगी

आरोध: सच में और मुझे लगता है कि हमारे श्रोताओं ने भी इन चीजों को नोट कर लिया होगा दोस्तों आप भी अपनी रसोई में इन चीजों का ख़ास ख़याल रखें खाने में इनकी कमी ना होने दें

क्लयाणी: अच्छा आरोध...तुमने दादी की रिकॉर्डिंग करके अच्छा काम किया...अब एक काम मैंने भी अच्छा किया है...

आरोध: वो क्या ?

क्लयाणी: हूँ...जानते हो मैंने अपने इस प्रोग्राम के लिये आयुष के एक विशेषज्ञ से इम्यूनैटी यानी रोग प्रतिरोधक क्षमता बढ़ाने के बारे में बात की उन्होंने हमारे श्रोताओं के लिये अपना एक मैसेज रिकॉर्ड किया है अब अगर आपकी इजाजत हो तो मैं सुनवाऊं

आरोध: अरे नो की और पूछ पूछ....सुनवाईये

क्लयाणी: तो सुनिये....

एक्सपर्ट: आप सब जानते ही हैं कि पिछले कुछ महीनों से पूरी दुनिया में कोविड 19 महामारी ने हम सबको ख़तरों में डाल दिया है ऐसे में सिर्फ और सिर्फ एक ही चीज है जो हमें इस महामारी से बचा सकती है और वो है हमारी इम्यूनैटी इसीलिये हमारे आयुष मंत्रालय ने कुछ चीजों की सलाह की है जिनका इस्तेमाल हमें रोज करना चाहिये जैसे रोजाना एक चम्मच चयवनप्राश और सुबह-सुबह लें तो ये हमारी इम्यूनैटी के लिये बहुत बढ़िया है यूनानी में जाएं तो ख़मीरा वरवारीद, हब्बे असगंध भी ले सकते हैं और युनानी जोशांदा बेहीदाना तीन ग्राम, उनाब पांच दाना, सपिस्तां नौ दाना, 250 मिली लीटर पानी में डाल कर दिन में एक या दो बार सेवन करें जो डायबिटिक पेशेंट हैं वो केवल हब्बे असगंध ले सकते हैं सिद्ध में जाएं तो नॉल्लिककाय लेणियम 5 ग्राम या अमुक्कुरा चूरणम 2 ग्राम सुबह सुबह ले सकते हैं या कबसुर कुडिनीर या निलवेंबु कुडिनीर 30 मिली लीटर से 60 मिली लीटर रोज एक बार सेवन कर सकते हैं होम्योपैथीक निर्दिश्ट औषधि आर्सनिक एल्बम का सेवन भी किया जा सकता है ये मार्केट में आसानी से मिल

जाता है इसके अलावा आप हर्बल टी पी सकते हैं और ये घर में ही तैयार की जा सकती है तुलसी, दालचीनी, कालीमिर्च, सोंठ और मुनक्का पानी में उबाल कर काढ़ा बना लें और उसमें गुड़ या नीबू का रस अपने स्वादानुसार मिला लें और रोज सुबह शाम पियें और हलदी मिला कर दूध भी दो बार पियें तो इससे भी इम्यूनिटी यानी रोग प्रतिरोधक क्षमता बूस्ट अप होगी आयुर्वेद, यूनानी और सिद्धा में इन चीजों के बारे में बताया गया है इसके साथ एक काम और भी कर सकते हैं तिल का तले या गोलों का तेल या देसी घी अपनी नाक में सुबह शाम लगाएं इससे नाक और गला साफ रहेगा और कफ पैदा नहीं होगा अगर गले में थोड़ी सी भी तकलीफ हो तो इसी तेल को मुंह में एक टेबल स्पून से दो या तीन मिनट तक गरारा करें और कुल्ली करें इसके बाद गर्म पानी से गरारा कर लें और ये दिन में दो या तीन बार करें अगर सूखी खांसी या गले में सूजन हो तो ताजे पुदीने की पत्तियां या अजवायन को पानी में डाल कर भ्राप लें और दिन में ये कम से कम एक बार जरूर करें या फिर लौंग का पाउडर खांड या शहद के साथ मिला कर दिन में दो से तीन बार लें तो इससे आराम मिलेगा और आपकी इम्यूनिटी भी बनी रहेगी एक बात में सभी श्रोताओं से खास तौर पर कहना चाहता हूँ....कि अगर आप किसी भी तरह का इलाज जैसे एलोपैथी, होम्योपैथी, आयुर्वेद, यूनानी या सिद्धा या किसी भी तरह का इलाज करा रहे हैं तो आप उस इलाज को बंद ना करें बस साथ में ये नुस्खे जरूर अपनाएं और आखिर में एक बात और मैं साफ कर दूँ कि ये जो भी नुस्खे हैं ये केवल और केवल इम्यूनिटी बूस्ट अप के लिये हैं ना कि इनसे कोविड 19 जैसी महामारी का इलाज हो सकता है ये नुस्खे आपको इस जैसी किसी भी बीमारी से बचा सकते हैं, लेकिन ये किसी भी बीमारी का इलाज नहीं हैं तो इन घरेलू उपचार पर अमल करे और इम्यूनिटी को बढ़ाएं

आरोह्य: श्रोताओं और अब चलते चलते आपको सूचना दे दें कि भारत सरकार, नैशनल आयुष मिशन के तहत आधारभूत संरचना स्थापित कर रही है आज देश भर में 3,986 अस्पताल और 27,199 प्राथमिक सामुदायिक केंद्र और सामुदायिक स्वास्थ्य केंद्र स्थापित हो चुके हैं इन केंद्रों और अस्पतालों में जाकर आप विमर्श और दवाईयों मुफ्त में प्राप्त कर सकते हैं

कल्याणी: आरोह्य तुम्हारा धन्यवाद ये अच्छी खबर देने के लिये

आरोह्य: तो श्रोताओं इसी के साथ हमें दीजिये आज्ञा आशा करते हैं कि आप ने इन चीजों को नोट कर लिया होगा और इन घरेलू उपचार पर अमल करेंगे दोस्तों आयुष मंत्रालय आपके उत्तम स्वास्थ्य की कामना करता है धन्यवाद आप अपनी और अपने परिवार के सभी सदस्यों की इम्यूनिटी यानी रोग प्रतिरोधक क्षमता का ख्याल रखिये

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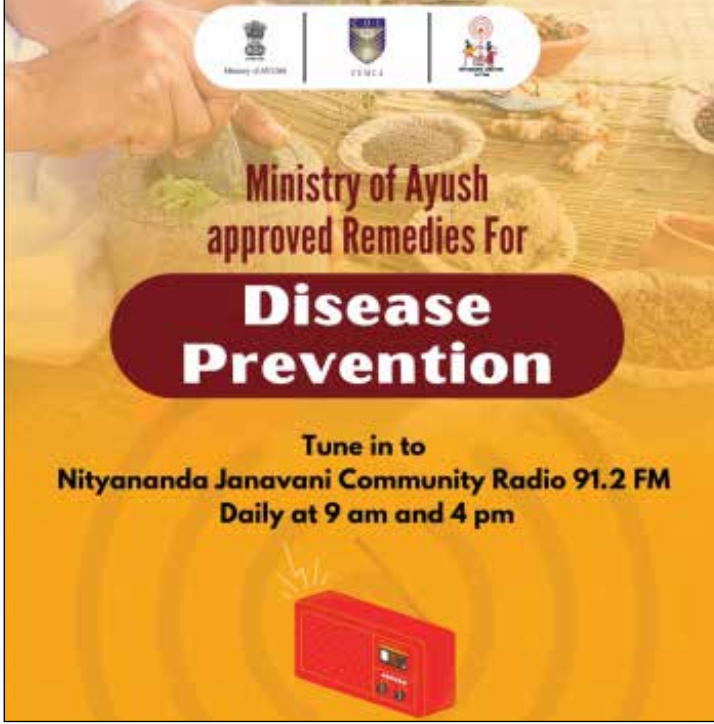
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वक्त की आवाज़ और आयुष मंत्रालय मिलकर चला रहा है अभियान

श्रीकान्त आग्निहोत्री
 शिवली कानपुर देहात। जनरल के एक मास सामुदायिक रेडियो वक्त की आवाज़ और आयुष मंत्रालय मिल कर रोज़ाना इम्युनिटी बढ़ाओ रोग भयाभी प्रसारित कर रहा है प्रोग्राम दोपहर 1 बजे और रात को 8 बजे विभिन्न महागरी कोरोग के खिलाफ़ जारी लड़ाई में भारत सरकार ने आयुष मंत्रालय व सी ई एम सी ए के सहयोग से देश के को को रेडियो स्टेशनों के द्वारा रेडियो धारावाहिक इम्युनिटी बढ़ाओ रोग भयाभी नामक जन जागरूकता अभियान चलाया जा रहा है इस कार्यक्रम के तहत सामुदायिक रेडियो स्टेशन वक्त की आवाज़ के अर ने जहाँ एक ओर अपने समुदाय में जाकर, अम ग्रामीणों के बीच कोरोना वायरस के खिलाफ़ लगे को जागरूक करने के साथ साथ उन्हें अपने असा पास के पोर्नु नुरुके को जानकारी भी उपलब्ध करने का प्रयास कर रहे हैं। आयुष मंत्रालय में कागपुर देहात का सामुदायिक रेडियो वक्त की आवाज़ 9.1.2 विवरण प्रतीति की अंतर अक्षर जोर रहा है।



समुदाय में प्रोग्राम इम्युनिटी बढ़ाओ रोग भयाभी सुनटेलीग



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दैनिक जागरण No. 1

हर. 2020 दैनिक जागरण 3

वक्त की आवाज़ और आयुष मंत्रालय मिलकर चला रहा है अभियान

राजपुरा
 शिवली कानपुर देहात। दिने में एक मास सामुदायिक रेडियो वक्त की आवाज़ और आयुष मंत्रालय मिल कर रोज़ाना इम्युनिटी बढ़ाओ रोग भयाभी प्रोग्राम दोपहर 1 बजे और रात को 8 बजे विभिन्न महागरी कोरोग के खिलाफ़ जारी लड़ाई में भारत सरकार ने आयुष मंत्रालय व सी ई एम सी ए के सहयोग से देश के को को रेडियो स्टेशनों के द्वारा रेडियो धारावाहिक इम्युनिटी बढ़ाओ रोग भयाभी नामक जन जागरूकता अभियान चलाया जा रहा है। इस कार्यक्रम के तहत सामुदायिक रेडियो स्टेशन वक्त की आवाज़ के अर ने जहाँ एक ओर अपने समुदाय में जाकर, अम ग्रामीणों के बीच कोरोना वायरस के खिलाफ़ लगे को जागरूक करने के साथ साथ उन्हें अपने असा पास के पोर्नु नुरुके को जानकारी भी उपलब्ध करने का प्रयास कर रहे हैं। आयुष मंत्रालय में कागपुर देहात का सामुदायिक रेडियो वक्त की आवाज़ 9.1.2 विवरण प्रतीति की अंतर अक्षर जोर रहा है।



रोग प्रतिरोधक क्षमता बढ़ाने के लिए रेडियो चितकारा चला रहा है अभियान

राजपुरा। भारत सरकार के आयुष मंत्रालय के सौजन्य तथा मिमका कॉमनवेल्थ एजुकेशनल सेंटर एशिया के सहयोग से रेडियो चितकारा अपने श्रोताओं में रोग प्रतिरोधक क्षमता के विकास के लिए जागरूकता अभियान 10 दिसंबर से चला रहा है। इसके तहत मिमका के कार्यक्रम जो आयुष से जुड़े हैं प्रतिदिन हर तीन घंटे के अंतराल में प्रसारित किए जा रहे हैं। आयुष के कार्यक्रम में आयुर्वेद, योग, प्राकृतिक चिकित्सा, यूनानी चिकित्सा, पद्धति, मिट्टा पद्धति, होम्योपैथी पद्धति को सुविधा रेडियो सुनने वालों को बताई जाती है। वहीं अपनाकर इनके बाद भी ऐसे कार्यक्रम प्रसारित करता रहेगा।

कार्यक्रमों में आयुष से जुड़े सूचना, शिक्षा और संस्कार पर वक्त दिया गया है। तर्क मंत्रालय के प्रयासों को लोगों तक रेडियो के जरिए ज्यादा से ज्यादा ले जाया जा सके और देशवासियों को प्राचीन पद्धति को अपनाने के लिए प्रेरित किया जा सके।

रेडियो चितकारा के डिप्युटी डायरेक्टर डा. आयुष मिश्र ने बताया कि मिमका से एमओयू 10 फरवरी 2021 तक जारी रहेंगे लेकिन रेडियो चितकारा इसके बाद भी ऐसे कार्यक्रम प्रसारित करता रहेगा।

वक्त की आवाज़ (पटियावा)। भारत सरकार के आयुष मंत्रालय के सौजन्य तथा मिमका कॉमनवेल्थ एजुकेशनल सेंटर एशिया के सहयोग से रेडियो चितकारा अपने श्रोताओं में रोग प्रतिरोधक क्षमता के विकास के लिए जागरूकता अभियान 10 दिसंबर से चला रहा है। इसके तहत मिमका के कार्यक्रम जो आयुष से जुड़े हैं प्रतिदिन हर तीन घंटे के अंतराल में प्रसारित किए जा रहे हैं। आयुष के कार्यक्रम में आयुर्वेद, योग, प्राकृतिक चिकित्सा, यूनानी चिकित्सा, पद्धति, मिट्टा पद्धति, होम्योपैथी पद्धति को सुविधा रेडियो सुनने वालों को बताई जाती है। वहीं अपनाकर इनके बाद भी ऐसे कार्यक्रम प्रसारित करता रहेगा।



चिकित्सा रेडियो की जानकारी लेने वाले सुननेवालों की संख्या में वृद्धि

जोर दिया गया है। तर्क इसके प्रयोग में और बीमारियों से दूर रहें और उनकी बेम प्रतिरोधक क्षमता बढ़ाने हो सके। मिमका द्वारा चितकारा कार्यक्रम चलाया जा रहा है। प्रतिदिन 10 के प्रसारण का वेकाना बहुत अच्छी है। इसके लिए, आधुनिक वातावरण को ध्यान में रखते हुए, मिमका के कार्यक्रमों में आयुष से जुड़े सूचना, शिक्षा और संस्कार पर वक्त दिया जा रहा है। तर्क मंत्रालय के प्रयासों को लोगों तक रेडियो के जरिए प्रसारित करने का प्रयास कर रहे हैं। आयुष मंत्रालय में कागपुर देहात का सामुदायिक रेडियो वक्त की आवाज़ 9.1.2 विवरण प्रतीति की अंतर अक्षर जोर रहा है।

कोरोना के खिलाफ आयुष मंत्रालय व रेडियो स्नेही का संयुक्त अभियान

पटियावा प्रसारित हो रहा है रेडियो धारावाहिक इम्युनिटी बढ़ाओ रोग भयाभी

राजपुरा। भारत सरकार के आयुष मंत्रालय के सौजन्य तथा मिमका कॉमनवेल्थ एजुकेशनल सेंटर एशिया के सहयोग से रेडियो चितकारा अपने श्रोताओं में रोग प्रतिरोधक क्षमता के विकास के लिए जागरूकता अभियान 10 दिसंबर से चला रहा है। इसके तहत मिमका के कार्यक्रम जो आयुष से जुड़े हैं प्रतिदिन हर तीन घंटे के अंतराल में प्रसारित किए जा रहे हैं। आयुष के कार्यक्रम में आयुर्वेद, योग, प्राकृतिक चिकित्सा, यूनानी चिकित्सा, पद्धति, मिट्टा पद्धति, होम्योपैथी पद्धति को सुविधा रेडियो सुनने वालों को बताई जाती है। वहीं अपनाकर इनके बाद भी ऐसे कार्यक्रम प्रसारित करता रहेगा।



कार्यक्रमों में आयुष से जुड़े सूचना, शिक्षा और संस्कार पर वक्त दिया गया है। तर्क मंत्रालय के प्रयासों को लोगों तक रेडियो के जरिए ज्यादा से ज्यादा ले जाया जा सके और देशवासियों को प्राचीन पद्धति को अपनाने के लिए प्रेरित किया जा सके।

रेडियो चितकारा के डिप्युटी डायरेक्टर डा. आयुष मिश्र ने बताया कि मिमका से एमओयू 10 फरवरी 2021 तक जारी रहेंगे लेकिन रेडियो चितकारा इसके बाद भी ऐसे कार्यक्रम प्रसारित करता रहेगा।

Sharda Radio organizes Listeners Club Workshop

Radio Correspondent they should not cut the corners about the vaccine.

JAMMU, Feb 10 A village affairs as alleged by some vested elements and doctors and Dooling workers who were given the vaccine at first instance did not make any complaint about it.

The workshop was on the immunity boosting guidelines issued by the Ministry of Ayush Government of India. It was organized by Rasputi Kamal and Anita Khan. The speakers highlighted the positive impact of immunity boosting and they recommended taking of herbal tea, spices warm water etc. A kit was presented by Susha Pathak and other participants and poem was recited by Susha Rani on the occasion.

Ramshi Hanguon president, Pt Fanchal said the ancient traditional concept of India of boosting immunity still holds good and it has been a game changer in stopping the deadliest impact of COVID.

कोरोना के खिलाफ आयुष मंत्रालय व रेडियो स्नेही का संयुक्त अभियान

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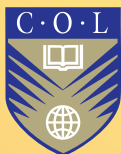
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