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Best Practices of Community Radio and Sustainable Development Goals:
A Handbook
UNESCO has a long history of promoting Community Radio (CR) as a medium of the people, by the people and for the people.

We do so because Community Radio plays a proven and critical role in galvanizing community action for the achievement of the Sustainable Development Goals (SDGs). The proximity of community media to citizens often allows it to significantly reflect social diversity by penetrating media-dark areas, broadcasting voices and viewpoints that would otherwise remain unheard, and reaching the last mile of listenership. This distinctive quality of CR enhances community engagement and makes them a major tool in development efforts, which is key to the 2030 Agenda for Sustainable Development.

Achieving the SDGs continues to remain a big challenge in many countries like Bangladesh, India and Nepal, partly due to the lack of effective communication with the marginalized populations. When we speak of reaching the last mile, the role of CRs— the third pillar of the broadcast media—cannot be overlooked. Its unique media characteristics can propel the accessibility of sustainability communication by challenging attitudes, and social norms.

This publication entitled “Best Practices of Community Radio and Sustainable Development Goals: A Handbook”—by the Commonwealth Educational Media Centre for Asia (CEMCA) and UNESCO—is being produced at an opportune time when the world is witnessing the devastating effects of the COVID-19 pandemic. It also includes infodemic, misinformation and disinformation, which have brought the spotlight on the critical role that media, such as CRs, must play to ensure that only credible content that is fact-checked and verified is made public.

As the world is trying to battle the pandemic, messaging in languages and dialects that are spoken and best understood by local
communities has become indispensable for controlling the spread of COVID-19. During these critical times, CR re-affirmed its strategic role as the media that enjoys the trust of its communities to champion preparedness and participation reflecting local needs and vulnerabilities.

The good practices by community radios chronicled in this publication highlight the role of the medium in bridging the information divide amongst diverse communities. It also provides a glimpse into the working of CR stations in Bangladesh, India and Nepal and goes on to show how they are working towards integrating the underlying themes of the Agenda 2030 into the radios’ everyday programming.

This publication has documented various examples where community radio has helped people help themselves, promoted poverty alleviation through inclusion and innovation, shared ideas for creating wealth from waste, made public systems accountable through public hearings on radio, and many more.

We hope this Handbook will inspire excellence in the operations of community radio across the region and beyond, and will help set high standards for open and inclusive radio broadcasting.

Eric Falt
UNESCO Director and Representative for Bangladesh, Bhutan, India, Nepal, the Maldives and Sri Lanka

Beatrice Kaldun
Head of Office and UNESCO Representative to Bangladesh

Christian Manhart
Head of Office and UNESCO Representative to Nepal
The Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. The Goals are the blueprint to achieve a better and more sustainable future for all. The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic, and environmental sustainability.

UNESCO, New Delhi and CEMCA decided to compile the Best Practices in Community Radio for Sustainable Development through a joint workplan with an outcome: A Handbook ‘Accessibility to reach Sustainable Development Goals (SDG) using Community Media’. The Handbook ‘is to share the learnings emerging from the practice in community radio stations. The CRS in three countries (Bangladesh, India, and Nepal) are included for the compilation. They are selected because each country has developed different models of community radio adapted to the local context. This endeavour will not seek to identify an elusive ideal model for community radio, but to highlight specific good practices in SDG that illustrate how community radio can contribute to a variety of sustainable development goals.

I express my gratitude to Hezekiel Dlamini Programme Specialist and Chief of Communication and Information, UNESCO India and his team for their constant support and forbearance in bringing out this Handbook. The financial support by UNESCO is gratefully acknowledged. Ms. Rukmini Vemraju compiled the stories. Thank her for the tolerance and continuous encouragement to the Community Radio Stations to write the stories.

The Community Radio Stations responded to the request to write the stories which were based on their experiences rather than an academic text. We thank them for the timelines though it was difficult period for all of them during the Lockdown. Lastly, Team CEMCA deserves special thanks for the support during the preparation of the Handbook.

Foreword

Madhu Parhar
Director, CEMCA
My journey in the community radio sector has been coterminous with the development of the sector itself in India mainly through my decade-long association with the Commonwealth Educational Media Centre for Asia (CEMCA) (2003-2013). Learning from the best, I got to work on various aspects of community radio from advocacy, to helping potential applicants navigate complex licensing procedures, building stations’ capacities to develop community based content and developing self-learning material for technical issues. There was hardly an aspect of community radio that CEMCA, as a major stakeholder did not engage with, and I, as its Programme Officer, implemented these interventions across India and a few in Bangladesh and Sri Lanka as well. Thus, when CEMCA approached me in May 2020 to document best practices in SDGs among CRS’, it not only seemed like the next logical step but also easily doable.

A miscalculation on my part, for the dreaded coronavirus pandemic had got us all, the manner and extent of which I was soon to find out! Though the SDGs were into their fifth year of implementation, CRS’ were only just beginning to decode and integrate them in their work even though inclusive development has always been the main thrust of this sector. However, documentation has neither been a priority nor a strong skill of stations, perhaps owing to overwhelming existential concerns and an overall apathy towards its importance. Further, COVID lockdown made it difficult for them to put together information that I sought about their programmes, many of which were on hold since March 2020. Understandably, for CRS’ it seemed easier to ignore my emails inviting them to share their stories, which they did initially. Gradually through incessant follow-up, the stories were gathered in multiple modes, stages, and languages, the result of which is a labour of love – this compilation. What continues to amaze and humble me is how much I learn with every interaction with the stations, foot soldiers of the development communication process, who rise to the occasion overcoming constraints imposed by circumstances, resources, and policies. I see this compilation, as I hope its readers will too, as a celebration of the spirit and the many successes of the sector, modest in scale yet significant in every way to realize the overall vision and mission of leaving no one behind in attaining sustainable development.

Rukmini Vemraju
Gratefully acknowledged the valuable contributions of the following institutions and individuals who have enabled the compilation of the Handbook.

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Community Media Expert, Jayalakshmi Chittoor for helping to source the material, write the stories, and prepare the manuscript.

We appreciate all CR stations from Bangladesh, India, and Nepal for their active partnership and inputs; and for bringing their expertise and experience in their stories.
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<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>ASDMA</td>
<td>Assam State Disaster Management Authority</td>
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<td>ASHA</td>
<td>Accredited Social Health Activist</td>
</tr>
<tr>
<td>ATMA</td>
<td>Agricultural Technology Management Agency</td>
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<tr>
<td>BNNRC</td>
<td>Bangladesh NGOs' Network of Radio and Communication</td>
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<td>BPL</td>
<td>Below Poverty Line</td>
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<tr>
<td>BRAC</td>
<td>Building Resources Across Communities</td>
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<td>BWSSB</td>
<td>Bengaluru Water Supply and Sanitation Board</td>
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<tr>
<td>CAA</td>
<td>Citizenship Amendment Act</td>
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<tr>
<td>CDKN</td>
<td>Climate and Development Knowledge Network</td>
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<td>CEMCA</td>
<td>Commonwealth Educational Media Centre for Asia</td>
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<td>CLP</td>
<td>Community Learning Programme</td>
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<td>COL</td>
<td>Commonwealth of Learning</td>
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<td>CREA</td>
<td>Creating Resources for Empowerment in Action</td>
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<td>CRS</td>
<td>Community Radio Station</td>
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<tr>
<td>CSO</td>
<td>Civil Society Organization</td>
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<tr>
<td>DLSA</td>
<td>District Legal Services Authority of India</td>
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<tr>
<td>DRDA</td>
<td>District Rural Development Agency</td>
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<tr>
<td>DST</td>
<td>Department of Science and Technology, Government of India</td>
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<tr>
<td>DUDA</td>
<td>District Urban Development Agency</td>
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<tr>
<td>ENRICH</td>
<td>Enhancing Resources and Increasing Capacities of Poor Households</td>
</tr>
<tr>
<td>ESIC</td>
<td>Employees State Insurance Corporation</td>
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<td>FANSA</td>
<td>Freshwater Action Network South Asia</td>
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<td>GOI</td>
<td>Government of India</td>
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<td>GWF</td>
<td>Gurgaon Water Forum</td>
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<td>HF</td>
<td>Hygiene Fund</td>
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<tr>
<td>HIV AIDS</td>
<td>Human Immunodeficiency Virus, Acquired Immune Deficiency Syndrome</td>
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<tr>
<td>HPNSP</td>
<td>Health, Population and Nutrition Sector Programme</td>
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<tr>
<td>IASEW</td>
<td>Indian Academy of Self-Employed Women</td>
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<tr>
<td>IEC</td>
<td>Information, Education, and Communication</td>
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<tr>
<td>IGNOU</td>
<td>Indira Gandhi National Open University</td>
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<td>IMA</td>
<td>Indian Medical Association</td>
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<td>Acronym</td>
<td>Abbreviation</td>
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<tr>
<td>ITI</td>
<td>Industrial Training Institute</td>
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<td>IWG</td>
<td>Indian Working Group Against Trafficking</td>
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<td>JICA</td>
<td>Japanese International Cooperation Agency</td>
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<td>KSHM</td>
<td>Kerala State Horticulture Mission</td>
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<td>KVK</td>
<td>Krishi Vigyan Kendra</td>
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<td>MCBT</td>
<td>Madras Crocodile Bank Trust</td>
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<td>MDG</td>
<td>Millennium Development Goal</td>
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<td>MGNREGA</td>
<td>Mahatma Gandhi National Rural Employment Guarantee Act</td>
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<tr>
<td>MIB</td>
<td>Ministry of Information and Broadcasting, Government of India</td>
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<tr>
<td>MLA</td>
<td>Member of the Legislative Assembly</td>
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<tr>
<td>MWCD</td>
<td>Ministry of Women and Child Development</td>
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<td>NABARD</td>
<td>National Agricultural Bank for Rural Development</td>
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<td>NALSA</td>
<td>National Legal Services Authority of India</td>
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<td>NCTF</td>
<td>National Children's Task Force</td>
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<td>NFSA</td>
<td>National Food Security Act</td>
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<td>NGO</td>
<td>Non-Governmental Organization</td>
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<td>NHM</td>
<td>National Health Mission</td>
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<td>NIMS</td>
<td>National Institute of Media Studies</td>
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<td>NIOS</td>
<td>National Institute of Open Schooling</td>
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<td>NRC</td>
<td>National Register of Citizens</td>
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<td>NRHM</td>
<td>National Rural Health Mission</td>
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<td>NRHM KAP</td>
<td>National Rural Health Mission - Knowledge, Attitude, Practice</td>
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<td>NRLM</td>
<td>National Rural Livelihoods Mission</td>
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<td>NSS</td>
<td>National Service Scheme</td>
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<td>ODF</td>
<td>Open Defecation Free</td>
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<td>OSHC</td>
<td>Organizational Safety and Health Code</td>
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<tr>
<td>PAN</td>
<td>Permanent Account Number</td>
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<td>PDS</td>
<td>Public Distribution System</td>
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<td>PKSF</td>
<td>Palli Karma Sahay Foundation</td>
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<tr>
<td>PMMVY</td>
<td>Pradhan Mantri Matri Vandana Yojana</td>
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<tr>
<td>PMUJ</td>
<td>Pradhan Mantri Ujjwala Yojana</td>
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<tr>
<td>POCSO</td>
<td>Protection of Children Against Sexual Offenses</td>
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<tr>
<td>PRA</td>
<td>Participatory Rural Appraisal</td>
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<tr>
<td>PRI</td>
<td>Panchayati Raj Institution</td>
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<tr>
<td>PSA</td>
<td>Public Service Announcement</td>
</tr>
<tr>
<td>RNTCP</td>
<td>Revised National Tuberculosis Control Programme</td>
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<tr>
<td>RSETI</td>
<td>Rural Self-Employment Training Institute</td>
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<td>RTE Act</td>
<td>Right to Education Act</td>
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<td>SBA</td>
<td>Swachch Bharat Abhiyan</td>
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<td>SDG</td>
<td>Sustainable Development Goal</td>
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<td>SEZ</td>
<td>Special Economic Zone</td>
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<td>SFWHN</td>
<td>Science for Women's Health and Nutrition</td>
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<tr>
<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>SHG</td>
<td>Self-Help Group</td>
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<td>SMART</td>
<td>Seeking Modern Application for Real Transformation</td>
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<tr>
<td>SRHR helpline</td>
<td>Sexual and Reproductive Health and Rights helpline</td>
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<tr>
<td>SUDA</td>
<td>State Urban Development Authority</td>
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<tr>
<td>UDMA</td>
<td>Uttarakhand Disaster Management Authority</td>
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<tr>
<td>UNCCDCOP14</td>
<td>Conference of Parties to United Nations Convention to Combat Desertification</td>
</tr>
<tr>
<td>UNCS</td>
<td>United Nilgiris Conservation Society</td>
</tr>
<tr>
<td>UNECOSOC</td>
<td>United Nations Economic and Social Council</td>
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<tr>
<td>UNESCO</td>
<td>United Nations Educational, Scientific and Cultural Organization</td>
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<tr>
<td>UNICEF</td>
<td>United Nations Children's Fund</td>
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<tr>
<td>UNO</td>
<td>Upzila Nirbhahi Officer</td>
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* No stories
PART I
Community radios as a third tier of broadcasting in addition to commercial and public radios, cover relatively smaller geographic areas but cater to a wider range of communities of interest. The hyper local and participatory nature of content creation in community radio has great potential to reduce the gap between the content creators and listeners making communities - especially the marginalized and vulnerable – active partners in the development process. Thus, community radios are well suited for providing new and unexplored opportunities for more inclusive sustainable development. In the time of the on-going COVID-19 pandemic, community radio stations (CRS) have once again proved their mettle as sources of timely and dependable information and guidance, increased their listenership, and grown in stature as a valuable community asset. Time and again, the role of community radios has been lauded in making critical public information accessible to people be it about various government provisions that they can benefit from, national campaigns on health, mobilizing people to participate in the democratic process by exercising their right to vote, or providing life and livelihood saving information in times of disasters and natural calamities. That community radios can, and do, play a vital role in engaging people in the development process is no longer in doubt, even if this is in small numbers in pockets of their immediate reach. Hence, community radios can be an integral part of the task force of the Sustainable Development Goals (SDGs) – a blueprint for achieving a better and more sustainable future for all socially, economically, and environmentally.

The Secretary-General of the United Nations notes in his foreword to the SDG
Report 2020,1 ‘progress remained uneven and we were not on track to meet the Goals by 2030. Some gains were visible: the share of children and youth out of school had fallen; the incidence of many communicable diseases was in decline; access to safely managed drinking water had improved; and women’s representation in leadership roles was increasing. At the same time, the number of people suffering from food insecurity was on the rise, the natural environment continued to deteriorate at an alarming rate, and dramatic levels of Inequalities persisted in all regions. Change was still not happening at the speed or scale required.’

As the Sustainable Development Goals set for 2030 by the United Nations General Assembly in 2015 complete one third of their journey, the Commonwealth Educational Media Centre for Asia (CEMCA), decided to capture stories of change at the ground level through community radio interventions for capturing micro-level changes for attaining the people’s goals of sustainable development through a people’s medium that can inform the larger global development story. Thus, in partnership with UNESCO New Delhi, CEMCA engaged an independent media expert to bring out a compilation of CRS’ best practices and sustainable development in Bangladesh, India, and Nepal.

The compilation was expected to document ‘exemplary practices that have achieved results, and which need to be scaled up to benefit more people. Every CR station has a success story, a best practice, which needs to be highlighted. It is further noted that the CRS are expected to benefit from exchanging experiences. However, one of the significant barriers to knowledge-sharing and reapplication of experience is the limited availability of information and knowledge documentation and sharing. Although relevant knowledge may exist in people’s minds, it cannot always be tapped or it may exist in formats that limit people’s ability to know about it or find it. This underscores the need for CEMCA to be able to find, use and share knowledge on best practices in SDGs. This handbook aims to compile the best practices of community radios scattered in Bangladesh, India and Nepal.’ Accordingly, its specific objectives were identified as:

- Documenting CRS’ best practices in addressing the Sustainable Development Goals
- Opening new paths for creating a robust CR environment in the countries through this endeavour
In general terms a best practice is described ‘as a method or technique that has been generally accepted as superior to any alternatives because it produces results that are superior to those achieved by other means or because it has become a standard way of doing things, e.g., a standard way of complying with legal or ethical requirements.’ In a dictionary listing, one might come across best practice’s definition as, ‘commercial or professional procedures that are accepted or prescribed as being correct or most effective.’

In its social application, say in the context of community radio, the deceptively simple term can become overladen with contextual and situational meanings, often embracing procedures or practices that do not necessarily rise above other practices which could be termed as ‘good,’ ‘average,’ or even ‘poor’ practices. It is therefore imperative to divest the term of any comparative connotative attributions of exclusivity or universality. Equally important is situating the practices firmly in the context in which they are used. For a sector as diverse as community radio where the geographic location, resources (financial, technical, and institutional), and above all the composition of the community determine the path of the station, singling out one practice as better than the others
is neither possible nor desirable. Hence, for this compilation, best practices are defined as those that help produce the best possible results in a given context, the composite outcome of certain attributes that the practices may incorporate. ‘Best practices are exemplary, healthy practices that have achieved results. CEMCA identified a set of five criteria: Adaptability, Relevance, Sustainability, Uniqueness, or Innovative nature, and Evidential base or credibility of the source material.

Inputs sought from the CRS’ for the compilation were further described operationally to include:

- How a CRS identified a particular SDG to be an important intervention area, giving it priority over others, for instance, SDG 6, Clean Water and Sanitation over SDG 13, Climate Action and how the issue’s salience was arrived at (Relevance)

- How a CRS narrowed down a thrust area within a broader thematic area like addressing a SDG’s targets as being of interest and value to the community, for instance reducing injury and death by road accidents in SDG 3, Health (Adaptability)

- How a CRS built its capacities and resources for addressing an issue in the mid to long term by tapping and optimizing available resources. (Sustainability). Often in case of funded and sponsored interventions, CRS’ drop the theme after the project is completed, even if it is of interest and relevance to the community because financial and content resources are no longer available to them.

- The Aha factor! The manner in which a CRS is able to employ creatively or repurpose a resource to make the programme interesting, effective, and popular in the community be it through a format, a way of community engagement, or an outreach activity, or a combination of such factors (Uniqueness or Innovation)

- Support information like anecdotal descriptions of the impact, quotes, and experiences of the beneficiaries, feedback received by the station, and pictures (Evidence)
Methodology

3.1 Identification of Community Radio Stations
The CEMCA stipulation was that stories should be sourced from about 60 community radio stations in the suggested proportion of Bangladesh (5), India (35), Nepal (20) ensuring a geographic spread of CRS within a given country.

Given the past experience of returns on mail-based responses in the CR sector, invitations to participate were sent to a much larger number of CRS roughly three to four times the targeted number, the details of which are presented in subsequent sections.

3.2 Data Collection Tool
A semi-structured, open ended questionnaire was developed to capture CRS’ inputs, keeping in view the best practice parameters vis-à-vis the 17 SDGs, which were also listed in the questionnaire. The questionnaire was pre-tested with two community radio stations and experts to ensure that the input format covered enough data fields to capture all the five parameters of best practices and provided enough scope for the CRS to tell their best practices stories. The feedback thus received was incorporated in the questionnaire and the final questionnaire was translated into Hindi. Additionally, a set of questions inquiring how the CRS learnt about the SDGs and whether they had been exposed to any formal training inputs and reference materials was also added\(^2\). A CRS was encouraged to submit a maximum of three stories in any of the SDGs that it was working in and considered to be its most effective interventions.

\(^2\) See Annexure 2 for the questionnaire.
4.1 A Brief Overview of how Community Radio Stations are Set up

Bangladesh, India, and Nepal - the three countries covered by this compilation – have a vibrant community radio sector which is at once similar and different, converging in the content that the sector produces with and for the communities it seeks to serve, and diverging in technical and licensing procedures.

In India, the CR sector, with close to 300 stations is governed by a policy of the Ministry of Information and Broadcasting that lays down the license eligibility criteria, defines the multi-stage application process, stipulates strict technical parameters like transmitter power and antennae height, and also stipulates the nature of the content including a ban on political news. Financial aspects including time for commercial advertisements and conditions for sponsorship and donations are laid down in the policy guidelines that have been revised from time to time.

The Bangladesh community radio policy pretty much mirrors the Indian licensing and operational procedures, with one main difference, which is that the permitted power of the transmitter is 100 watts, as compared to 50 watts in India.

The over 450 radio stations in Nepal operate under a single broadcasting policy and it is largely the vision and content determined by the operator that defines a community radio station. As such, there are no restrictions regarding broadcasting news or limiting technical parameters and the stations broadcast with transmitters ranging from 100 to 1000 watts.

Notwithstanding these technical differences, without exception all the participating community radio stations across the countries are addressing the SDGs through their programmes and outreach activities. Driven by the mission of giving voice to the voiceless and whether mandated by policy or not, the stations have been addressing developmental issues of the marginalized, vulnerable, and underprivileged communities. However, the formal articulation of sustainable development into 17 thematic areas is a relatively new concept for community radio stations. In all the three countries, stakeholders have been conducting training and providing reference material or toolkits to help community radio stations address SDGs using the radio. All the CRS’ air pandemic related content and support communities in different ways.

4.2 Enlisting CRS for Participation

The process of collecting data was highly iterative. Reminders and follow-up emails, phone calls, and WhatsApp messages were needed to explain the purpose of the compilation and for persuading stations to participate.
Due to the pandemic related lockdown, people were unable to reach their stations, confer with their colleagues, and were overburdened with running the CRS’ sometimes from their homes having to adapt to new technologies. Added to this was the burden of generating and transmitting COVID-19 related messages, participating in on-line forums and webinars, and working without a team of assistants and volunteers. In keeping with the flow of things, many CRS’ were concentrating on broadcasting programmes on health, on-line educational programmes, and running helpline services for their ever-increasing distress callers. Most of the other programmes that the CRS’ worked on in the pre-pandemic period were temporarily shelved. Community engagement also became limited to phone interactions, creating an entirely different and unprecedented situation for them. Recalling and accessing information on programmes on SDGs that they had been engaged with became a huge task, at times not accomplishable.

Community Radio Stations from some regions in India could not participate and send stories. Additionally, Cyclone Amphan adversely affected some CRS’ in Bangladesh and in some parts of India too as they battled heavy rains and flooding and consequent power outages and unstable internet connections during the data collection period of June-August, 2020. Reaching out on emails as the first approach did not work in Nepal and finally AMARC helped source the Nepal CRS’ stories. The conversion rate from the initial reaching out to sourcing a story is presented in Table 1.

### 4.3 Sourcing and Presenting CRS’ Stories

The thought expressed in the Terms of Reference was: ‘Every CR station has a success story, a best practice, which needs to be highlighted.’ This was used as the guiding principle in this compilation. No stories were discarded except for reasons of incomplete information thus admitting all entries as ‘best practices’ in the given context. Information submitted by the CRS’ was taken at face value though the questionnaire did have some inbuilt redundancies to help cross verify the information. Quotes by listeners reporting small or big good changes in their lives were considered as examples of

### Table 1 Snapshot of Recruiting Participating Stations

<table>
<thead>
<tr>
<th>Total CRS</th>
<th>Required number for the study indicated in TOR</th>
<th>CRS approached to participate</th>
<th>Initial Positive Response</th>
<th>Partial Inputs received</th>
<th>Final Number of completed stories received</th>
</tr>
</thead>
<tbody>
<tr>
<td>India 290 (approx.)</td>
<td>45</td>
<td>125</td>
<td>65</td>
<td>51</td>
<td>42</td>
</tr>
<tr>
<td>Bangladesh 17</td>
<td>5</td>
<td>17</td>
<td>9</td>
<td>7</td>
<td>3 + 2*</td>
</tr>
<tr>
<td>Nepal 450 (approx.)</td>
<td>10</td>
<td>60</td>
<td></td>
<td></td>
<td>9 **</td>
</tr>
</tbody>
</table>

Note: * Two stories from Bangladesh were facilitated by UNESCO and added to the compilation later.
** AMARC helped source all the 9 CRS’ stories in Nepal.
positive impact; self-reported statements by CRS’ regarding requests for repeat broadcasts of programmes, number of callers and feedback messages received (without quantifying numbers) were taken as indicators of popularity or success of a programme; the number and diversity of the stakeholders involved and partnerships forged were seen as indicators of a sustainable process. Outreach activities described, action taken, and field photographs were considered as indicators of community engagement.

The email questionnaire alone did not suffice to capture the stories. Extensive follow-up was required in all the cases. Some data was obtained over a number of supplementary emails to flesh out the details and also received as hand-written notes sent as scanned images over WhatsApp. Inputs were also obtained through telephonic conversations in Gujarati, Marathi, Telugu, Tamil, Malayalam, and Bangla besides Hindi and English. These data sources were collated, and the narrative stories written to include:

- Basic technical information like location, frequency, staffing patterns, hours, and languages of broadcast.
- Other SDGs that the CRS was addressing (besides the selected SDG for the best practice).
- Substantive story in the SDG area selected to detail best practices.
- Support information like pictures, social media and press coverage links, and awards and commendations received.

Interventions that were considered included programmes and related activities that sought to present transformational knowledge and solutions and included the most vulnerable and poor in the spirit of ‘leaving no one behind.’ The stories were taken as reflections of best practices. Sourcing and hearing actual programmes and examining other documentary evidence like call logs or interviewing beneficiaries directly was outside the scope of the compilation.

Early in the compilation process, it was felt that presenting the stories according to the SDGs would better capture the conversations that the CRS’ were having in their communities vis-à-vis a thematic area as opposed to presenting the stories bunched together CRS-wise as in a compendium. Although each CRS could choose up to three SDGs where it felt it was doing effective and substantial work, not all submitted three stories, some turned in one or two stories. This goal-wise presentation also helped avoid an unequal emphasis on a CRS by way of number of pages allocated to it at one go when it was felt that individual stories would stand out better.

4.4 CRS Training and Capacity Building on SDGs

CEMCA is closely associated with aspects of the development of Community Radio in India. These are advocacy, establishment of CRS, capacity building and local content creation. Capacity building workshops are being organised for community broadcasters, Science for Women’s health and nutrition etc. CEMCA encourages CRS to set up internet-based Broadcasters and has brought out a Film on Step-by-Step Procedures to set up a Community Radio Station in India. The Federation for Community Radio Sta-
tions in India, a membership based CRS organization also conducted a series of webinars addressing various issues faced by people due to the lockdown like fighting physical and mental health issues and loss of work and education through their gateway CORONA CR GATEWAY: knockdown the lockdown-work beyond walls that brought together national and international stakeholders\(^3\) to discuss relevant issues for CRS.

In Bangladesh, BNNRC\(^4\) has been working at the highest national level with the General Economic Division (GED) of the Planning Commission, the Principal Coordinator of SDGs, at the Prime Minister’s office. BNNRC has developed a SDG action plan with all the CRS’ as implementing partners. The capacity building initiatives include content development on SDGs in a variety of radio formats like news, features, magazines, discussions, and folk songs with a focus on training Dalit youth and women as community media reporters; 184 persons have been trained so far. Since the COVID-19 pandemic struck, BNNRC has stepped up its mobilization and training interventions aimed at engaging CRS’ to provide timely and reliable information, fighting myths and misinformation, and disseminating the comprehensive set of guidelines issued by the PMO in accordance with the Institute of Epidemiology, Disease Control and Research (IEDCR) and WHO. BNNRC coordinates the activities to ensure that CRS’ capabilities are enhanced in disseminating information on the pandemic and coping mechanisms.

In Nepal, the World Association of Community Radio Broadcaster, AMARC-Asia Pacific,\(^5\) and the Association of Community Radio Broadcasters, Nepal (ACORAB) have launched initiatives to guide and mentor CRS’ to fight COVID-19 through critical information, dispelling myths, providing authenticated programme content, regular new bulletins, and PSAs which are also downloadable as scripts from the website for reaching rural, regional, and far-flung communities in their own languages and dialects.

### 4.5 Community Radio in COVID-19 Times

Stories for the compilation were sourced during June-August 2020 at a time when the unprecedented COVID-19 pandemic struck the world delivering a huge blow to health, lives, and livelihoods of people the world over. All the three countries faced lockdowns with schools, offices, and businesses being shut and public life seriously curtailed.

Community radio stations too faced many hardships as they became physically inaccessible; their direct community engagements stopped and many previously running programmes came to a halt, advertising revenue dried up, and technical maintenance issues could not be attended to. Staff and volunteers were unable to input in programmes. Very quickly, the station staff had to adapt to using more internet-based technologies and shift operations on-line. Some CRS’ became one-person operations, working from their homes using a laptop and a mobile phone.

Besides the technical changes and challenges, a new urgency to provide correct information and guidance to the community emerged as rumours, misinformation, and panic started taking a grip in the community. Commendably, most CRS’ rose to the occasion, continuing with their broadcast hours as before. The new multiple tasks that CRS’ took on during the pandemic can be broadly
classified into the following major areas:

- Providing reliable health related information about the pandemic. Causes, spread, symptoms, and when to seek medical help
- Hygiene and preventive measures like importance of washing hands, wearing masks, maintaining social distancing, staying indoors, and home quarantine
- Relaying important messages, PSAs from the local administration, government, and the police about restrictions on movement, curfews, and lockdown restrictions
- Announcements about hyperlocal information about public services that were open or closed
- Food security related information. Availability of essential provisions, methods of availing these, and registering for them
- Some CRS’, along with their parent NGOs and other donors ran community kitchens and distributed safety and personal hygiene kits and food grains
- Some CRS’ facilitated running of educational classes for schools and colleges
- Some CRS’ facilitated income generating activities like getting the community to make face masks for which they were paid. The masks were distributed through various outlets including the CRS, free of cost

Local administration used CRS’ as an important hub for making announcements. CRS’ became one-point information centres for the community on wide ranging issues including counselling support and some entertainment and general information. As it became clear that the pandemic related situation would continue, CRS’ became an ally to help communities cope with the new realities in an altered universe. An upside to the pandemic situation, if it can be called that, is that most CRS’ report increased listenership, they have become more tech savvy, and have increased their digital footprint and the use of internet and social media.

As the compilation sought information about the engagement of CRS’ with SDGs in general, it faced several challenges. Some good programmes and campaigns that the CRS’ running in other areas came to a temporary halt. Specific information about the programmes was sometimes difficult to access by the CR staff as they could not access their offices and computers. Preoccupations with keeping the CRS’ on air and keeping a steady flow of information and responding to community queries and concerns left little time for station managers to respond to compilation related data queries. Several CRS’ who responded positively, dropped out later for these or similar reasons. The timing of the study definitely impacted the data inputs received both by way of some CRS’ which dropped out and by way of inputs that those who participate could provide. Community conversations and responses that the CRS’ could have sourced in a normal situation, also became limited. Health, being generally considered as relevant and important in the community, also occupied a primary position, and ended up having the maximum number of stories. So, many of the stories revolve around health.

4.6 CRS’ Engagement with SDGs

All the SDGs are inter-related and integrated as the achievement of one goal is often linked to the achievement of other goals.
Stories were assigned to SDGs depending on the primary thrust of the content and in many cases where they belonged to more than one goal; these have been indicated as such. Gender is often a cross-cutting concern in addressing various goals.

Predictably, over a quarter of all the stories are in the area of SDG3, Good Health and Well-being, the reasons for which are not far to seek. In general, health is an area that all CRS’ have been addressing right from their inception and have a sizeable body of work in this area. Not only is health of great interest and value to their listeners, even for the CRS’ it is relatively easier to source experts and information in this area. Besides, CRS’ are able to identify locally specific issues and problems and provide timely solutions in this area. Health also provides a good listener connect and one of the most popular programmes across CRS’ is live phone-in interactions with health specialists. Above all, health being a national priority, several stakeholders like different government departments, UN agencies, and others have sponsored programmes for community radio stations in the areas of child care and nutrition, reproductive health, and other communicable, non-communicable, and lifestyle diseases.

A brief description of the frequently mentioned sponsored programmes is available in Annexure 3. Since sponsored programmes tend to augment CRS’ resources by way of training inputs, expert engagement, and financial resources for more community engagement and activities, these programme development processes tend to be more thorough thus make the grade as a best practice in a station’s own assessment as well.

Equally predictably, other related goals often impacting health like clean water and sanitation, climate action, and gender equality have also received attention, as has quality education. In fact, the Sustainable Development Report 2020 concedes better progress in the three areas of health, education, and clean water and sanitation. These are universal concerns and aptly mirrored at the micro level in small communities that the CRS’ serve.
Table 2  An overview of the stories spread across the 17 SDGs

<table>
<thead>
<tr>
<th>SDG</th>
<th>Number of Stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 No Poverty</td>
<td>5</td>
</tr>
<tr>
<td>#2 Zero Hunger</td>
<td>5</td>
</tr>
<tr>
<td>#3 Good Health and Well-being</td>
<td>26</td>
</tr>
<tr>
<td>#4 Quality Education</td>
<td>11</td>
</tr>
<tr>
<td>#5 Gender Equality</td>
<td>15</td>
</tr>
<tr>
<td># 6 Clean Water and Sanitation and # 13 Climate Action</td>
<td>8</td>
</tr>
<tr>
<td>#7 Affordable and Clean Energy</td>
<td>1</td>
</tr>
<tr>
<td>#8 Decent Work and Economic Growth</td>
<td>4</td>
</tr>
<tr>
<td>#9 Industry, Innovation and Infrastructure</td>
<td>NO STORIES</td>
</tr>
<tr>
<td>#10 Reduced Inequalities</td>
<td>4</td>
</tr>
<tr>
<td>#11 Sustainable Cities and Communities</td>
<td>3</td>
</tr>
<tr>
<td>#12 Responsible Consumption and Production</td>
<td>1</td>
</tr>
<tr>
<td>#13 Climate Action</td>
<td>9</td>
</tr>
<tr>
<td>#14 Life Below Water</td>
<td>1</td>
</tr>
<tr>
<td>#15 Life on Land</td>
<td>1</td>
</tr>
<tr>
<td>#16 Peace, Justice and Strong Institutions</td>
<td>2</td>
</tr>
<tr>
<td>#17 Partnerships</td>
<td>NO STORIES</td>
</tr>
</tbody>
</table>
Way Forward

The two objectives that this compilation set for itself were documenting CRS’ best practices and creating a robust sector through knowledge sharing and collaborative learning.

The 96 stories included in the compilation capture the various ways in which the diverse sector is identifying, prioritizing, and addressing concerns in the community’s vis-à-vis the SDGs.

These stories describe the creative ways in which content has been developed by using the folk format, engaging the community through discussions, games, and cultural events, and innovative outreach activities. Further, they also highlight collaborations with local institutions and civic administrations and the way in which CRS’ core strengths like youth power especially in educational institutions are harnessed to provide inclusive community programming that truly provides a voice to the voiceless. Finally, the stories also highlight how social media and internet have been co-opted for a wider and on-demand access. The stories embody within them elements worthy of replication and emulation. Several community radio stations are already networking and sharing content and ideas. If these stories are also shared across content aggregation platforms and through the community radio networks, they could reach much wider audiences and initiate new conversations and exchange of ideas building a robust community of practice.

Setting aside the overlapping of goals, which may have led to some stories appearing in a certain section, the emphasis on some SDGs is both predictable and understandable from the stand point of CRS’ priorities, capacities, and resource allocations.
Health, education, and gender are recurring themes as they are the top concerns for the CRS’ and their communities.

On the other hand, this also points to the need for enhanced understanding of the SDGs as a whole, as an integrated and inter-related blueprint for all-round development of the community. To an extent, it also explains why CRS’ working on a large number of goals, tend to emphasize some goals repeatedly. They tend to have a few token programmes in other areas, often awareness based but have not undertaken concerted campaigns. This in turn underscores the need for more focused capacity building inputs, mobilization of funding support from relevant sponsors, and stepping up the attention received by these SDGs.

The manner in which the CRS’ tried to surmount their own challenges and rallied around their communities in the changed realities induced by the COVID-19 pandemic, and a few CRS’ who have become totally incapacitated, show both the grit and the fault lines of the sector which need to be understood by governments and stakeholders. Integrated sustainable development demands concerted efforts in all areas for people everywhere to live in a world that is better in every way by 2030 as compared to the way they are living today.
SDG Target 1.1
By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than ($1.25 INR90) a day.

SDG Target 1.2
By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

SDG Target 1.3
Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable.

SDG Target 1.4
By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.

SDG Target 1.5
By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

SDG Target 1.A
Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions.

SDG Target 1.B
Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions.
Promoting Improved Farm Practices through Radio for Food Security

SDG 1: No Poverty
SDG 2: Zero Hunger

Alfaz-e-Mewat 107.8 MHz
Ghagas, Haryana
On Air 12 February 2012
Broadcast 13 hours in two slots
08:00 - 13:00 and 15:00 - 23:00
Languages Mewati and Hindi
Staff Full time: 4 Part time: 1
Licensed to S M Sehgal Foundation, NGO
Community radio is a powerful tool for outreach as it provides an enabling platform for the community to interact with experts and hear programmes which are of interest to them and are of their choice. It contributes to achieving the SDGs’ milestones through socially relevant programmes. Women get a safe space and freedom to get information in their own languages. Community radio thus provides a strong connect between the listeners and broadcasters.

Anjali Makhija
Chief Operating Officer, S M Sehgal Foundation
(part of management team)

Alfaz-e-Mewat was set up by the S M Sehgal Foundation, a public, charitable trust working since 1999 for strengthening community-led development initiatives for achieving positive change across rural India. The Foundation holds special consultative status with the United Nations Economic and Social Council (ECOSOC) and is also an accredited observer with the Conference of the Parties to the UN Convention to Combat Desertification (UNCCD COP14) which enables it to share its work in relation to SDGs globally. This advantage is evident in its work as Alfaz-e-Mewat is working on 14 of the SDGs’ areas.

A CRS team member was part of a group of community radio stations who participated in the training workshop held in Delhi on the UNESCO SDG toolkit developed by SMART. Taking the toolkit to the community, Alfaz-e-Mewat distributed pamphlets about SDGs in the community and also facilitated discussions among listener groups which gave it insights into how the community understood the SDGs. Alfaz-e-Mewat has also trained community broadcasters from Delhi and Nepal on SDGs’ coverage through community radio.

Alfaz-e-Mewat’s listener community is primarily agrarian, and most livelihoods revolve around agriculture and related fields like poultry and animal husbandry. Alfaz-e-Mewat offers farmers a complete package of good practices for agriculture where new techniques are shared by experts from the Agriculture Department experts. Emphasis is placed on soil testing, saline water agriculture, water saving practices, and blending traditional knowledge with modern techniques.

Alfaz-e-Mewat’s signature programme is Tohfa-e-Kudrat: Jal Jangal Zameen (Nature’s Bounty: Water, Soil, Forests) which focuses on agriculture and allied activities. It reaches out to traditional agrarian communities especially small-scale farmers with low productivity and encourages them to avail of government subsidies and provisions and adopt new technologies. This programme correlates to SDG 1 End poverty in all its forms everywhere and SDG 2, End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Alfaz-e-Mewat makes use of its parent Sehgal Foundation’s rural research centre and complements it by carrying out community meetings and focus group discussions around emerging issues and regularly modifies its programmes to align with farmers’
needs. The community participates through live shows, phone-in programmes, and experience sharing on air.

The station works closely with experts to talk about the importance of soil testing, essential nutrients for the crops, right dosage of pesticides, and methods of storing crops. Direct linkages are established between the community and the market by sharing market prices of crops. The community calls the station for advice on a variety of issues from experts.

Examples of successes at Alfaz-e-Mewat abound. A young farmer, Sabir Hussain, 32, learnt about a new technique of laser land levelling on radio and was motivated to take action as a result of which he multiplied the yield on his one acre farm several times. His success story was shared by Alfaz-e-Mewat, paving the way for others to follow the same technique. Several crop and vegetable growers increased their yields significantly on their small landholdings after following the expert advice on radio.

Farmers have also learnt about green manure and the correct method of preparing it and water saving techniques. Since the programmes relate to very specific topics like cropping patterns, use of fertilizers and pesticides, crop storage, field preparation, and other practical issues, all the programmes are popular as can be gauged by requests for repeat broadcasts and seeking more information.

Alfaz-e-Mewat’s community connect is also seen in the fact that it has moved away from the traditional salutation of kisan bhayion (farmer brothers) to include women farmers in the community thus acknowledging women’s contribution to agriculture. An important learning for the team is the first-hand experience of community radio’s ability to share scientific agricultural research with farmers in a simple language in ways that are easy to understand and apply. Furthermore, as the team that runs the station also practices farming, it is completely in sync with scheduling the programmes to match farmers’ needs at different times throughout the year.

To expand its reach, Alfaz-e-Mewat undertakes narrowcasting, plans community outreach events, and farmers’ conclaves/workshops in which farmers share their experiences on new methods and farm mechanization. The District Horticulture Officer and Block Agriculture Officer are invited to be part of the conclave to answer farmers’ queries. These initiatives provide farmers an opportunity to interact with each other and other relevant authorities like extension workers and crop and animal experts. Alfaz-e-Mewat also continues making programmes under the Jal, Jangal, have a daily slot on radio.

Besides individual success stories, what makes the programmes an example of a good practice is that the station has provided a platform for farmers to reach out to other farmers in the community with their successes and new ideas that they have benefitted from. Women farmers are recognized as equal stakeholders and sustainable methods like green manure, efficient water use, increased awareness about integrated crop nutrient management, soil testing, and farm mechanization have been introduced and promoted by Alfaz-e-Mewat in the farming community.
How community radio is empowering women in the villages of Haryana:

https://www.sundayguardianlive.com/culture/community-radio-empowering-women-villages-haryana

From unpleasant conversations to meaningful decisions:


Social Media Handles

https://www.facebook.com/Alfaz-e-Mewat-102558286604114/

https://twitter.com/sehgalfdn/status/1233328493057806336

https://twitter.com/sehgalfdn?lang=en


Awards

National Community Radio Award
Ministry of Information and Broadcasting, GOL, 2019, Best Programme Kanoon Ki Baat

Sandvik Gender Awards
Sandvik Asia Pvt. Ltd., 2019

Manthan Award for Community Broadcasting
Digital Empowerment Foundation, 2015

Manthan Asia Pacific Award
Digital Empowerment Foundation, 2013
Community Action Catalysed by Radio

SDG 1: No Poverty
SDG 2: Zero Hunger

Radio Diamond 91.2 MHz
Kongjom, Thoubal, Manipur
On Air 04 January 2017
Broadcast 12 hours in two slots
09:30-14:30 and 17:00-24:00
Languages Manipuri
Staff Full time: 9  Part time: 5  Paid volunteers: 9
Licensed to Khutsem Society, NGO

We often face drought conditions and rely directly on river water. When we learnt about the value of clean drinking water and use of alum and chlorine through Radio Diamond, we thought of piped water supply. Now we are proud to share that our entire Charangpat model village has access to water through pipeline supply. Many other villages are now motivated to do the same when they hear our stories on our own Manipuri language Radio Diamond.

A listener from Charangpat village
Broadcasting for 12 hours in Manipuri language, the community driven radio station, Radio Diamond works on several SDGs but its primary focus is on two SDG 1, No Poverty and SDG 2, Zero Hunger. During the COVID-19 pandemic when the region went from no cases in March 2020 to over 5,000 cases in just four months, both these goals assumed additional importance for the community as many people lost their livelihoods and incomes. Radio Diamond has kept up its broadcast for at least 12 hours throughout this time.

Radio Diamond formally learnt about SDGs during a SMART workshop organized on the side-lines of the Radio Festival in February 2020 and since then has turned its attention to addressing different targets under these two goals. Fundamental issues of joblessness, lack of access to food and nutrition, problems in delivery of services like the public distribution system, and issues relating to awareness about people’s rights became the key topics that Radio Diamond took up under these two goals.

For the last two years, state has faced severe drought conditions that have affected agricultural production as most crops and even grass has dried and issues like farmers’ rights, especially contract farmers and landless labourers’ rights, became the most pressing concerns in the community.

One of the themes that Radio Diamond has been addressing is MNREGA and the issue of job guarantee. Despite the assured 100 days of work a year under the scheme, people were unable to get work for more than 30 days and were also unaware of the provisions under the scheme. Issues like this are dealt with in the radio’s hugely popular mid-day show *Pukning Geewarol* (People’s Opinion) which takes up the most current and pressing concerns in the community. Themes are announced on the radio a day in advance and community members voice their concerns and opinions by calling the station. Twice a week, experts are called in as panellists in a talk show format who explain provisions under various schemes, related laws, and citizens’ rights. This is followed by an hour of
interaction where listeners call for technical, legal, economic, or general advice and guidance on the topics taken up for discussion. The programme also gets requests for repeat broadcasts, especially when dealing with very pertinent issues.

Answers to questions like how contract farmers can access crop insurance claims, entitlement of food grains per person, per month under the National Food Security Act (NFSA), whether the PM Garib Kalyan Yojana recently launched for addressing joblessness would provide support during the pandemic, and entitlement of work days under MNREGA are repeatedly sought. The programme’s proceedings have often resulted in positive action as the proceedings are taken note of by panchayat officials as well as mainstream media which reports on them.

Recently Radio Diamond covered a high court order issued in a public interest litigation filed on how much support a family should get under NFSA operationalized in Manipur in 2016 under the ration card scheme. Listeners became aware and started demanding their due quoting the court order setting right several prevalent corrupt practices. Simple but necessary corrective steps were put in place like caller Pak Singh who was receiving only 3 kg of rice, found out his right entitlement and started getting 5 kg as per his entitlement. As the community is beginning to be more aware of its rights, the systems are also becoming more accountable and transparent.

Radio Diamond has been vigorously promoting vegetable cultivation in homes and planting of fruit trees at home and on common land for promoting nutrition. The community is also being sensitized about food wastage and adopting better food conservation practices.

What stands out about Radio Diamond is the manner in which it is able to connect with the community and mobilize its members to take
collective action where they help themselves and each other. Through its appeals on radio, the station was able to raise enough resources, nearly Rupees 2.2 lakh to support the medical expenses of a young national level football player from a poor family who needed a kidney transplant. When a differently abled person urgently in need of a wheelchair that he had been trying to get from the government shared his plight, the listeners rallied around with contributions to get him one quickly.

Another example of community triggered action is in the area of clean water for the community. Following an intense campaign on Radio Diamond on safe drinking water, listeners came forward to contribute Rupees 1 lakh towards project outreach activities. Six rooftop tanks were put in place and simple water purification methods were adopted and all the 200 houses in the Charangpat model village could access safe drinking water. Other villages have been motivated to follow this path too.

Radio Diamond has a strong network of NGO partners, volunteers, and media supporters who help create a greater impact. The sense of ownership, content driven by their needs, and the encouragement to voice their opinions make community members regard Radio Diamond as a place where they can confidently walk in, exhibit their talent, or share their experiences. The station devotes a lot of time to music, which also finds an instant community connect. Radio Diamond is social media savvy and also has a YouTube live with several lakh followers, making Radio Diamond truly a popular people’s medium.
Helping People Help Themselves

SDG 1: No Poverty
SDG 2: Zero Hunger

Radio Mahananda 98.8 MHz
Belepur, Chapai Nawabgunj District, Rajshahi, Bangladesh
On Air 27 June 2013
Broadcast 10 hours
15:00-01:00
Languages Bengali (local dialects)
Staff Full time: 9   Part time: 8   Paid volunteers: 32
Licensed to Proyas Manobik Unnayan Society, NGO
Radio Mahananda is playing a good role in promoting all-round social development - poverty alleviation, education, health, peace-following a human rights-based approach that aligns with national development goals.

Md Alomgir Hossain
Upzila Nirbahi Officer (UNO)
Chapai Nawabgunj Sadar

Chapai Nawabgunj is an area prone to many environmental disasters like floods, river bank erosions, droughts, and cold wave conditions frequently rendering nearly 40 per cent of its population which makes its living as agricultural or manual labourers and rickshaw pullers hapless victims of the vagaries of the weather. Ensuring food security for the people and designing appropriate poverty alleviation programmes is a huge challenge for the civic administration and forms an important part of Radio Mahananda’s programmes.

Licensed to Proyas Manobik Unnayan Society, an NGO that has been working for nearly three decades on the socioeconomic development of the poor, Radio Mahananda takes this agenda forward by mobilizing and enabling people to work towards their own development. It has been effectively using the rich cultural forms of the region like Gambhirra - a dialogue-cum-song exchange between an older and younger person (like grandfather and grandson) laced with satire and humour to deliver pertinent information. Radio Mahananda uses this popular format both in its radio content and outreach activities, making an instant connect with its listeners.

The experience of the parent NGO provides a good take-off point for the radio to mount programmes in the related SDGs of No Poverty and Zero Hunger. Keeping gender as an important consideration, the station has been instrumental in taking the benefits of government programmes to needy families, working through women in their flagship programme Apon Shakti (Self-reliance).

Armed with a survey of 100 households carried out with the help of listener clubs and supplemented with published secondary information about the coverage area, Radio Mahananda approached the local administration with a status report for support. A sub-district level meeting was convened with the radio as a member to discuss appropriate programmes on livelihood and food security in the area. This was followed by specific action like constructing four fishing ponds in the coverage village clusters, distributing 40 cows, 1,000 chickens and 160 goats to get people, especially women started on small poultry, livestock and dairy enterprises. Skill training which included managing a business and finances was provided by the local government in collaboration with other NGOs including Radio Mahananda’s parent organization, Proyas.

Apon Shakti, a hugely popular radio magazine brought together all this information in a series of episodes. Following this intervention, Safety Net, an existing government programme that provides relief to the needy through widow and old age pensions and dis-
ability and maternity allowances, was also extended to this community. Both Apon Shakti and Safety Net programme series were very well received by the community. Many listeners, hitherto unaware of or unable to claim these benefits got complete information and guidance to avail of these provisions. As a result of the coverage on Radio Mahananda, several other NGOs got associated with its programmes and many listeners also received microfinance loans for their ventures.

As Radio Mahananda notes, it is not always easy to sustain listener interest in programmes on poverty and hunger. So it has also added other programmes in the series that provide a mix of information and entertainment like Logora Panch Foron (a discussion forum), Gamcha Mathol (Gambhira format), and Ajker Chapai Nawabganj (daily local news) that keep listeners aware and abreast of the availability, uptake, and performance of different provisions.

These integrated livelihood initiatives have helped families set up small businesses like dairy farming, goat rearing, fishing, and starting kitchen gardens thus providing food security and lifting people out of poverty in Radio Mahananda’s coverage area like Maharomi Begum, who started a goat rearing enterprise and was able to expand her business after her husband availed a microfinance loan and bought a motorcycle. Ulfeza Begum received skill training and was able to start a small poultry business. Ajar Ali, whose house was washed away in river erosion, was relocated to another village under the Safety Net programme. Such examples abound and these positive stories shared on Radio Mahananda provide hope and motivation to its listeners. The challenges that people face are also reported on the radio providing critical feedback to the local government on its missions. What Radio Mahananda has brought to these efforts is credibility, accountability, and new partners building a bond and trust between different participants.

A unique feature of the CRS sector in Bangladesh is its very active listener clubs, who not only promote radio listenership and drive content but also mobilize community action and collect feedback. Currently, Radio Mahananda has 200 such clubs with about 20 members in each club who keep the community actively engaged and help the radio stay relevant by tracking its performance every step of the way.
Links

https://www.liveonlineradio.net/bangla/radio-mahananda.htm


Social Media Handles


https://www.facebook.com/rm98.8/

https://twitter.com/rm98_8

www.radiomahananda.fm


Awards

Information Rights Award
BNNRC and Ministry of Information, 2017

Meena Media Award
UNICEF Bangladesh, 2014 and 2017

Protection of Human rights of Minorities

Gender-based Violence and Child Protection Award
BNNRC, 2013

Upzila Digital Fair Participation Award
2015
Poverty Alleviation through Inclusion and Innovation

SDG 1: No Poverty

Radio Mattoli 90.4 MHz
Mananthawady, District Wayanad, Kerala
On Air 01 June 2009
Broadcast 24 Hours
Languages Malayalam, Paniyaa Tribal dialect, and Hindi
Staff Full time: 9 Part time: 3 Paid volunteers: 6
Licensed to Wayanad Social Service Society, NGO

I was really depressed due to continuous losses in all my farming activities because of improper planning and poor knowledge of innovative farming techniques. I happily acknowledge that my life has changed by listening to programmes on Radio Mattoli that motivated me to try a different agricultural practice by cultivating passion fruit on a large scale. This also made me an entrepreneur as I have established a small processing unit. Now I have widespread plantations in Wayanad, and I am also buying produce from other farmers for several processing outlets that I am setting up in different places.

Vincent Puthiyudomkunnu
Farmer
Wayanad is underdeveloped and largely illiterate, with a large tribal population; it also the only aspirational district in Kerala. Farmers and tribal community members are the two important listener groups of Radio Mattoli. Rapid and adverse climate changes like soil degradation, shift in cropping patterns to replace seasonal traditional crops with perennial cash crops, and successive years of floods and droughts have made many of the small and medium farmers very vulnerable and brought them to the brink of financial ruin. New knowledge, techniques, and livelihood diversification were the need of the hour. For the 1 lakh tribal population belonging to 13 different communities working in the hills, poverty, poor health, homelessness, drug abuse, and despair are major challenges which get compounded by low literacy levels. Further, speaking different dialects which do not have a script keep them socially isolated. Realizing this communication gap, Radio Mattoli has made sustained efforts to bring these marginalized groups into the development fold.

Poverty alleviation is the thrust of Radio Mattoli’s programmes designed for both farmers and tribal people. The station devotes about 3.5 hours a day to these groups discussing various themes related to agriculture, animal husbandry, innovative farm practices, and skill building, besides health and well-being. Some main offerings in tribal dialects include Thudichetham (Sound of Thudi, a tribal musical instrument) and Ooruvettom (introducing the special culture of each hamlet). Vayalnudu (Farmers’ Lands) and Ponpulari (A Golden Dawn), on agriculture look at better practices and innovative new techniques for improving yields, Ksheeravani looks at animal husbandry, Poshan Mah at health and nutrition, and Skill Mithra at skill development.

These programmes are supported by the Agricultural Technology Management Agency (ATMA) Wayanad and under this project
Radio Mattoli has produced and broadcast 1,095 episodes covering all these topics. An innovative practice that Radio Mattoli has adopted is to award successful farmers who embrace new practices and show results, which act as motivation for others besides showcasing the step-by-step best practice adopted.

What is unique about Radio Mattoli’s programmes is the way in which they blend subject experts’ inputs with community needs and participation. Grama Mattoli is a special community-based interaction where its staff members and volunteers go to the villages to engage with the community, collecting their problems, issues, songs, stories, and suggestions as the village becomes a veritable studio. Radio Mattoli’s programming in local dialects has won it people’s support both as active listeners and contributors. Special training sessions are held to train them in radio skills including speaking, interviewing, and even editing. Mattolikkootam is another listener-centric activity in the form of listener clubs, which drive content and provide feedback. They are also the agents of change in the local area. Many of the clubs have also grown into small civil communities (SCCs) overcoming several social and cultural barriers. Radio Mattoli’s large volunteer base, exceeding 100 is another clear indicator of successful community engagement.

Adopting the infotainment format is another hallmark of Radio Mattoli’s programmes. The impact of its work is evident in its growing network of partners and supporters like NABARD, the National Human Rights Commission, the Union Ministry of Culture, the
Department of Science and Technology, Indian Coffee Board, the Spices Board, Kerala State Council for Science, Technology & Environment, and the Kerala State Horticulture Mission. A strong social media presence and live broadcasts over the internet has extended Radio Mattoli’s support base both among project partners and the community.

All Radio Mattoli’s programmes are of immediate relevance to the community which have won the station a slew of awards and recognition both at the state and national levels, year after year. The Reserve Bank of India has recognized Radio Mattoli CR as a potential tool for creating financial literacy among the people. In a media textbook for higher secondary students in Kerala, Radio Mattoli is discussed in detail and portrayed as a model community radio. It has become an avenue for industrial visits, study tours, internships, and researchers including PhD students. All these make Radio Mattoli a thriving operation and put it in a league of its own in terms of financial, social, and institutional sustainability.

Awards

Radio Mattoli has received numerous Awards from the Kerala State Government:

- Best agricultural radio programme 2019
- Best Tribal programme 2018 and 2019
- Special Jury award for the Radio programme for dairy farmers 2019
- Best Short Film by Farm Information Bureau 2017, 2018, and 2019
- National Community Radio Award, Ministry of Information and Broadcasting, GoI, For Sustainability 2012 and 2018
- Manthan Award for South Asia & Asia Pacific 2012

Social Media Handles

- https://www.facebook.com/radiomattoli/videos/238959574042733/
- https://twitter.com/radiomattoli?lang=en
- https://www.instagram.com/radiomattoli/
- https://m.youtube.com/user/radiomattoli/videos?view=0&sort=dd&shelf_id=1

Links

2 ZERO HUNGER

Radio Ala
KSR Community Radio
Radio Namaskar
Radio Pollikontho
Yeralavani

SDG Target 2.1
By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

SDG Target 2.2
By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and addressing the nutritional needs of adolescent girls, pregnant and lactating women and older persons.
SDG Target 2.3
By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

SDG Target 2.4
By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

SDG Target 2.5
By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed.

SDG Target 2.A
Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development, and plant and livestock gene banks in order to enhance agricultural productivity capacity in developing countries, in particular least developed countries.

SDG Target 2.B
Correct and prevent trade restrictions and distortions in world agricultural markets, including through the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round.

SDG Target 2.C
Adopt measures to ensure the proper functioning of food commodity markets and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility.
Ensuring a Responsive and Accountable Administration through Radio

| SDG 2: Zero Hunger |

Radio Ala 90.8 MHz
Kakinada, East Godavari District, Andhra Pradesh
On Air 26 January 2013
Broadcast 18 hours
05:00-23:00
Languages Telugu, Hindi and English
Staff Full time: 3 Part time: 4 Paid volunteers: 12
Licensed to Malla Reddy Charitable Trust, NGO

“We focus on the problems of the fishing community as these people’s voices are largely unheard by the administration. We try to reach the community in its own language using simple terms. Our app Radio Ala 90.8 FM helps reach people who are out of the geographic range or are at sea.”

Radio Ala team
Set in the deep-sea port of Kakinada that falls in a special economic zone (SEZ) along the Bay of Bengal, Radio Ala primarily caters to the fishing communities who have a constant need for reliable weather information. It also shares this content with neighbouring CRS, Radio Namaskar in Konark, Odisha with a sizeable Telugu speaking fishing community setting a healthy trend of relevant content exchange between community radio stations. Through an App that is equally popular, Radio Ala is able to keep its primary community informed, even if its members are out of its geographic coverage area. Given the nature of its content, Radio Ala works in close collaboration with the district administration and related government departments to provide timely information about sea conditions and weather alerts on a daily basis and more so during rough weather and impending disasters.

Besides day-to-day information that the fisher folk need, Radio Ala also addresses other needs of the community through a number of programmes on 12 of the 17 SDGs. As with other community radio stations its health programme, Mana Doctor (Our Doctor) attracts many listeners, as do its programmes for women and its legal advice programme series.

Food security is an area that Radio Ala has focused on since it learnt through its community interactions that a large number of its listeners were unable to access PDS provisions. This was a critical area since the community is economically poor and has low literacy rates. Using its excellent rapport with the civic administration, Radio Ala launched a series through which information on different government schemes on agriculture, livelihoods, health, and other basic services was provided on the radio by line officials. Besides giving factual information about the provisions and the process for availing these benefits, this format also added accountability to the system because listeners could call in during live interactions and state their specific difficulties and learn about the next steps for corrective action. The format has worked as it has popularized Radio Ala, helped the community get proper guidance and solutions, and helped officials monitor and streamline their service delivery mechanisms.

The highpoint of the series is an innovative bi-weekly show with the largest number of participating officials titled Dial your Leader and Dial your Collector. Twice a week, Radio Ala sets up a call-in show broadcast from the Collector’s office, when either the Collector or the deputy collector is available on air. Callers are able to highlight their unresolved issues and get appropriate responses. Callers seek solutions for a range of problems including the public distribution system, delayed pensions, issue of ration cards, roads that need fixing, and electricity disruptions. Such has been the demand for this programme that local cable operators carry this show extending its reach beyond terrestrial coverage. Roughly 35-40 queries are addressed every week.

For example, a regular listener Lashmamma, an employed domestic help who had a disabled husband, was unable to avail of her
An interesting intervention that Radio Ala has been able to achieve is engaging youth volunteers through their social media and mobile phones who act as radio reporters and bring specific needs and problems in different community groups to the station and also help deliver key messages to community members. As a volunteer puts it, it is ‘the ATM,’ anytime messaging for anything system.

Radio Ala has helped set up a community kitchen to help the needy with the help of the Philanthropic Women Empowerment Trust. During the COVID-19 lockdown when many livelihoods were adversely affected, the community kitchen came to the rescue of many. The centre has now been converted into a food delivery operation, managed by women’s self-help groups. Tie-ups with local seafood processing industries keep the work flowing.

However, Radio Ala does feel constrained because of a financial crunch and much of its equipment is waiting for an upgrade but what contributes towards its success is the trust that both the community as well as the administration has placed in the radio justifying its tagline Mana Ooru, Mana Radio – Our city, Our Radio. All its programmes are goal oriented and combined with outreach activities to make them more effective.

The charitable trust has taken over an outlet in a somewhat defunct state government initiative called City Livelihood and has helped self-help groups set up outlets for their produce, which is promoted solely through the radio. Likewise, a food processing centre started by the Trust also uses radio exclusively to provide training, guidance, and marketing options.
Creating Wealth from Waste

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<tr>
<th>SDG 2: Zero Hunger</th>
<th>SDG 11: Sustainable Cities and Communities</th>
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Radio KSR 90.4 MHz
Tiruchengode, District Namakkal, Tamil Nadu
On Air 15 July 2010
Broadcast 10 hours in two slots
06:00-11:00 and 17:00-22:00
Languages Tamil and English
Staff Full time: 4 and volunteers engaged as needed
Licensed to KSR Institutions, EDUCATIONAL

“I feel proud to be part of the Mattram project. As a volunteer, it is great to learn team building, service to society, fund raising, and feeding the poor. I was also very happy to get a certificate from our principal during the annual day for my contribution to society through the KSR community radio’s activities.

Dineshwar
Student volunteer
Solid waste disposal is a huge challenge especially in urban communities today and the industrial town belt of Namakkal is no different. What is different though is how the KSR community radio has effectively launched an initiative called Mattram (Winds of Change), that not only addresses waste management but also creates food security for all at all times for an active and healthy life to meet SDG 11, Sustainable Communities and SDG 2, Zero Hunger. Being an institutional radio station, the model of using student volunteers to engage with community members for background research, publicity, and feedback processes, has worked very well for this initiative. Though the team has not participated in any formal training, it has been working on several local issues which relate to many of the SDGs targets. The radio’s creative approach to content development through community action has also been recognized and awarded on a national platform for community radio stations in India.

Essentially, the Mattram campaign involves waste collection, segregation, income generation, and feeding the destitute with the money generated. The KSR community radio team coordinator has been organizing student volunteers into activity teams over the past three years. These volunteers pan out in the town each day, collecting waste that the community has started segregating. The organic waste is sold to the farmers and the plastic and other recyclable waste is sold in the market generating an income of about INR 1,000 a day. Another team buys food and distributes it among the destitute and extremely poor, covering between 200-400
persons daily. The entire operation is carried out by student volunteers, about 50 of them at a time, working in five teams.

Matram brings out inspiring stories of change on the radio. Programme participants - student volunteers, farmers, community members, and listeners—share their experiences and ideas. The programme has helped mobilize industry linkages, especially with the local spinning mills which have been supporting the initiative at two levels by providing some funding from their corporate social responsibility (CSR) funds and providing employment to the eligible poor.

Taking the initiative to the next level, KSR arranges mental health counselling and provides healthcare tips and where possible it assesses employment potential among its listeners. About 20 persons have been placed through industry CSR activities so far.

What was initiated essentially as a social service activity for radio listener clubs in the campus has grown into a sustainable and replicable model with the radio playing a key role that links and coordinates all the on-ground efforts besides building content around it. The programme series has not only harnessed students’ potential, but also got industry partners involved in community development activities.

KSR’s other creative programmes include demonstrations and discussions on rainwater harvesting initiated through listener clubs. Six other community radio stations in Tamil Nadu have already picked up the idea and are trying to replicate it in their communities, which shows the station’s creative approach in bringing together radio content and on-ground activities and generating stakeholder interest and support. Engaging its young audiences, KSR has revived a local self-defence
art called *Silambattam* where girls, especially those employed in industries and factories, are trained in self-protection that builds their confidence and makes public spaces safer.

The station has set an important mode of university-industry-community interaction, harvesting student energy for social good that many CRS could learn from. As a spinoff of the waste project, the community is cleaner and has become a part of the waste management problem and solution and more invested in its own development.

The way KSR has been able to assess the community’s needs and link them to its own strengths to mutual advantage is what makes its efforts innovative and sustainable.

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*Mattram is such a good initiative; please continue doing similar good projects. You are not only keeping the homes clean by segregating waste but also generating money to feed the poor and hungry. Kudos.*

V. Devabharathi from Erode

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**Social Media Handles**


[https://twitter.com/ksrcrs?lang=en](https://twitter.com/ksrcrs?lang=en)

[KSRCRS Trichengode](https://www.youtube.com/channel/UCpKp9aJ1eM_i8F5SKnpSliw)

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**Awards**

- National Community Radio Award, 2019
  - Minister of Information and Broadcasting, GoI 2019, Creative and Innovative initiative
Making Public Systems Accountable through Public Hearings on Radio

SDG 2: Zero Hunger

Radio Namaskar 90.4 MHz
Konark, Odisha

- On Air: 12 February 2010
- Broadcast: 12 hours in two slots
  07:00-13:00 16:00-22:00
- Languages: Odia (Primary)
  Telugu and Hindi (programme exchange with other CRS)
- Staff: Full time: 14 Part time: 12 Paid volunteers: 25
- Licensed to: Young India, NGO

Set up by the civil society group Young India that has been working for social justice for over 30 years, Radio Namaskar is deeply rooted in the community and its large team of staff and volunteers are drawn from the community and trained in handling all aspects of community media.

Working with economically poor and marginalized groups, Radio Namaskar’s thrust is working on SDG 2, Zero Hunger by providing food security to its community through a variety of measures that not only ensure that the community has access to government schemes like PDS but also help in bringing accountability to the system. Promoting sustainable agricultural practices, encouraging organic kitchen gardens, and providing information on nutritional food habits are other issues that Radio Namaskar focuses on. An important aspect of its programmes is the rights based perspective that it adopts to ensure that people have all the information and support needed to access government schemes.

One of the most popular and impactful programmes is Janata Darbar (People’s Court). Styled like a public hearing, it is a people’s fo-
We must focus on agriculture on a priority basis in our programmes which can provide us food, employment, and a source of sustainable incomes so that we can achieve a better and sustainable future for all.

Bhagaban Jena
Community member
Kurujanga village

rum where their voices are raised and heard. Through this forum, discussions are arranged with government officials, information about all eligible persons is provided to them, and inclusion of people is ensured. Nearly 80 per cent of these programmes are generated by the community. Janata Darbar has brought accountability to the PDS system. Radio Namaskar strives to maintain sustained and positive relationships with the local administration, agencies, and line departments. The programmes have a live call-in component where various officials are available to answer specific queries and also explain about different provisions under food security. Kelu Behera, a 70-year-old resident of Kharagaon village who lived with his wife had no source of income and they were not in the PDS scheme either. He approached Radio Namaskar, and when Janata Darbar broadcast his story the local sarpanch visited him and soon Kelu got a ration card and availed of his entitlements under the PDS scheme.

Another programme Sir Tike Sunibe records individual problems during field visits and
shares these with the concerned line department’s officials for their intervention. As it offers direct solutions, the programme is very popular.

To improve reach, programmes are also narrowcast among community groups. Social media is also extensively used for delivering key messages and getting the attention of government officials. As part of food security, Radio Namaskar also makes programmes on nutrition and organic kitchen gardens, and has helped set up over 3,000 kitchen gardeners in Puri district by organizing distribution of organic seeds for fruits and vegetables. These gardens are chemical free, help conserve water by putting domestic waste water to good use, and also provide additional incomes to the households.

What makes Radio Namaskar’s programmes special is their focus on solutions, where the information provided is taken to its logical conclusion by helping people access their rights. Radio Namaskar ensures that no person in the community suffers on account of lack of information about food security schemes.
Links & Social Media Handles

- https://twitter.com/rm98_8
- http://radionamaskar.in/

Awards

- Manthan South Asia Award
  2011
- First National Community Radio Award
  Ministry of Information and Broadcasting,
  2012, in two categories - Thematic and Community Engagement, 2019
- m-Billionth Award
  Digital Empowerment Foundation, 2003
- Laadli Media Award
  2015
Reducing Hunger through Radio – an Incubator of Ideas

SDG 2: Zero Hunger

Radio Pollikontho 99.2 MHz
Moulvibazar, Sylhet, Bangladesh
On Air 12 January 2012
Broadcast 12 hours 09:00-21:00
Languages Bengali and local dialects
Staff Full time: 13  Part time: 3  Paid volunteers: 9
Licensed to Building Resources Across Communities (BRAC), NGO
Radio Pollikontho (RPK) has been set up by Building Resources Across Communities (BRAC), one of largest NGOs in the world with its presence in all the 64 districts in Bangladesh and across 13 countries in the world, working on every aspect of socio-economic development. Radio Pollikontho thus has access to extensive research, background information, subject expertise, and a wealth of intervention expertise, in almost all areas of human development. Not surprisingly, Radio Pollikontho has programmes in all the SDGs. A four-member radio team attended a three-day training programme especially focused on addressing SDGs through radio conducted by the National Institution of Mass Communication. Their insights and material was shared with the larger radio team and community members through listener club meetings.

As part of the CR Policy in Bangladesh, local administration and government departments are mandated to engage with CRS’ for promoting their development agenda. Given BRAC’s own development work, Radio Pollikontho is able to mobilize and co-opt partner institutions to contribute to its programmes.

Agriculture is the dominant occupation in Moulvibazar area and especially in Radio Pollikontho’s listening community of Matar Kapon of which about 95 per cent is involved in agriculture. However, most farmers did not have relevant and timely information about maximizing yields from their land and many tracts of land lay fallow. Radio Pollikonto runs a programme called Sonafala Mati (Gold Yielding Land) that showcases best practices in agriculture in a magazine format. The programme brings in agriculture experts who discuss various aspects of farm practices like preparing the land, sowing time, importance of seed quality, and the use of fertilizers and pesticides and their effects. Hearing about a successful farmer, Zahid Hossain, through its listener clubs, the programme’s team visited his farm and found that he was able to grow different varieties of spinach very successfully and got bumper yields.

The station invited Zahid to the studio, who shared his ideas, techniques, and methods with the listeners. When not using the land for his major crop, he grew a variety of vegetables, including potatoes in winter. It also turned out that Zahid was a keen radio listener and several ideas that he had imple-
mented were tips that he had gathered from the radio. The episode sparked widespread interest, and a new component was added to the format, of getting farmers to talk about their good practices directly with the listeners. Several other farmers came for the programme and the soon the series became an incubator of ideas and an important platform for sharing information, problems, and successes.

Based on listener demand, the radio also added a Bazar Dor (Market Rates) component to the magazine. Of special interest to farmers were tips about preparing fallow land for sowing, growing kitchen gardens, seasonal fruits and vegetables, protecting them from spiders and other local pests, and making the land crop-ready after floods and other disasters. As listener interest swelled, the programme expanded its scope by bringing in more experts like the Upzila Agriculture Officer, the Seed Marketing Officer, Irrigation Officer, and experts from fisheries.

The station has forged such a strong link between the farming community and government services and its listeners are now able to contact the officials directly without hesitation, fully aware of various schemes and support available to them including getting a fair price for their produce by using the gov-
ernment’s procurement services available as a mobile phone application.

Thus, Shonafola Mati has become instrumental in helping farmers use their fallow land effectively by connecting them with timely and relevant information and guidance, thus increasing food security among small farmers. Radio Pollikonto also teamed up with a women’s forum called Polli Shomaj to organize events and activities for creating awareness about nutrition, kitchen gardening, and growing food at home. The programme has received attention from mainstream media and is also available through social media.

 Links

Shonafola Mati (Agriculture Programme):
https://drive.google.com/file/d/1QA3hxF5O2EdxFQ1CmXs_xepGXNrsIeQI/view?usp=sharing

Bangladesh Television (BTV) Report:
https://drive.google.com/file/d/1-GSiV-L7vJLJ1SM107K25jx20GOdzGo/view?usp=sharing

http://www.brac.net/program/community-empowerment/community-radio/

 Awards

Meena Award

Best Programme Content, DW Academy Channel 1 and Bangladesh Community Radio Association Award 2017

Climate Change and Disaster Risk Reduction
Asia Pacific Broadcasting Union, 2017

Family Planning Media Award
Department of Family Planning, Govt of Bangladesh, and UNFPA, 2013

 Social Media Handles

https://www.facebook.com/radiopollikontho/videos/1733622276770985/
https://www.facebook.com/radiopollikontho/
Bringing Modern Agricultural Innovations to Rural Communities

SDG 2: Zero Hunger
SDG 13: Climate Action

Radio Yeralavani 91.2 MHz
Sangli, Maharashtra
On Air 01 August 2011
Broadcast 11:30 hours in two slots
06:00-12:00 and 16:00-21:30
Languages Marathi, Kannada
Staff Full time: 4 Part time: 4 Paid volunteers: 3
Licensed to Yeralavani Projects Society, NGO

Yeralavani is located in the border town of Sangli, a drought prone area between the states of Maharashtra and Karnataka in a predominantly agriculture dependent community. Another feature of the community is that a lot of people migrate to sugarcane fields to tide over the drought periods, a practice that not only disrupts children’s education but also brings with it other social and health issues. Poor health services, low literacy levels, and the remoteness of the location spawn many beliefs, myths, and superstitions in the community.

Yeralavani’s parent NGO Yeral Projects Society (YPS) has been engaged with sustainable rural development issues for over four decades and Yeralavani regularly draws upon the wealth of experience, research, and expertise available to it, especially in the field of agriculture by promoting ‘Climate Smart’ agriculture. Yeralavani’s focused interventions also ensure that all its radio programmes are need based. In a sense, the radio has been working on multiple sustainable development goals, without actually articulating them as SDGs’ targets.

In its programmes in the farm segment, Yeralavani has been promoting innovative farm
All the agriculture related programmes cover the needs of farmers in the area. The market rates of agri-produce, packaging, and grading of agri-produce are important inputs given through Yeralavani.

Dr. B P Patil
Community Member

practices that are better suited for the climatic and soil conditions which are more drought resistant and eco-friendly in this rain shadow area through two series Krushi Vishwa and Krushi Jagat (World of Agriculture). Dragon fruit, currently recognized the world over as one of the super foods, is one such new crop being promoted as an alternative to input-resource-intensive and risky grape cultivation. The listening community, mostly small and marginal farmers and agricultural labourers, have thus been introduced to a more manageable and profitable crop, making better use of their land and financial resources.

YPS created a test farm and drew on agricultural experts from Germany and Netherlands for expert guidance. It also got district and block level agricultural departments interested and involved and conducted training workshops for farmers. The project also received a national award for agriculture innovation.

Working as YPS’ media and content partner, Yeralavani has brought widespread attention to the subject. All aspects of dragon fruit cultivation, from availability of saplings to storing and marketing of the fruit have been covered through the radio programmes. The success
story of the first female farmer covered on the radio got another 40 farmers interested and over a period of time 100 farmers have taken to dragon fruit cultivation. As the programmes touched very practical issues of livelihood, community engagement was high and easy to sustain. Yeralavani also used this programme as an entry point for discussing other issues related to water conservation and migration and its resultant problems.

As a sizeable number of listeners are agriculturists, Yeralavani’s farm programmes find a direct connect with the community. The programmes also provide timely information on harvesting locally popular crops like pomegranates, dry land farming techniques, water conservation, and soil health. Programmes on use of technology and where and how to access it have also been immensely popular. For instance, a mobile phone operated switch on or off for the water pump has been introduced and popularized through the radio.

Yeralavani uses a wide variety of formats for its programming for which it has received recognition and awards by MIB for Best Content and Best Prize for promoting local culture. For increasing the uptake of its radio content, Yeralavani has helped listeners tune the radio frequency on their hand-sets. It has adopted novel ways of encouraging participation and programme recall through quiz competitions where radio sets and mobile recharge vouchers are given as prizes. Furthermore, being a remote area, newspapers reach late so the radio has a programme on reading out relevant headlines from newspapers like commodity prices and weather forecasts which work as a good listener hook. The programmes are also promoted through narrowcasting.

What stands out as innovative in Yeralavani’s programmes is its success in working as a bridge between advanced agricultural know-how and the people, bringing good agricultural practices to the community by creating
a two-way interactive platform. Using farming practices as an entry point, Yeralavani is also bringing about awareness about climate change, promoting more sustainable and profitable livelihoods, and also addressing issues related to periodic migration.

Links & Social Media Handles

- https://www.centreforsbcc.org/unicef-crs-maharashtra/
- https://www.facebook.com/yeralavani.crs

Awards

- National Community Radio Award
  Ministry of Information and Broadcasting, GoI, 2014, Best Content

- National Community Radio Award
  Ministry of Information and Broadcasting, GoI, 2019, Promoting Local Culture Akshay Award, REACH2015, Best Programme on TB
Facilitating the Journey from Idea to Enterprise through Radio

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<th>SDG 2: Zero Hunger</th>
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**Radio Bundelkhand 90.4 MHz**

**Taragram, Orchha, Niwari District, Madhya Pradesh**

**On Air**

23 October 2008

**Broadcast**

11 hours

07:00-18:00

**Languages**

Bundeli and Hindi

**Staff**

Full time: 4   Paid volunteers: 1

**Licensed to**

Development Alternatives, NGO

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Community radio is a powerful tool for outreach as it provides an enabling platform for the community to interact with experts and hear programmes which are of interest to them and are of their choice. It contributes to achieving the SDGs’ milestones through socially relevant programmes. Women get a safe space and freedom to get information in their own languages. Community radio thus provides a strong connect between the listeners and broadcasters.

- Rajendra Kumar Sahoo
  Jugyal Niwari, listener
Radio Bundelkhand located in Niwari/Tikamgarh district in Madhya Pradesh is also close to Jhansi (Uttar Pradesh) and covers a population of about 1.5 lakh in 150 villages spread across 15-20 km around the radio station. The region is drought prone and has a lot of out migration due to lack of sustainable livelihoods and poor food security.

Licensed to Development Alternatives, a social enterprise dedicated to sustainable development research and action initiatives, Radio Bundelkhand has had a deep community connect right from its inception and has also developed a cadre of village reporters across its listening zone who keep their ears to the ground and use the radio effectively for raising issues of concern.

Radio Bundelkhand has been working on creating alternative and sustainable livelihoods. It developed the *Ajeevika* (Livelihood) series as a communication module that is disseminated across five districts in the region covering a population of approximately 120,000 through diverse communication outreach tools. Besides being broadcast on radio, audio modules are used in narrowcasting and facilitating face-to-face discussions between the community and concerned experts. The station has also assisted in the National Rural Livelihoods Mission’s (NRLM) job and livelihoods fairs. It has compiled a region-specific database to create not just awareness about livelihoods, but also opportunities and linkages with other stakeholders. Based on this, the Radio Bundelkhand team puts in sustained efforts in developing an issue matrix for identifying potential opportunities for new livelihoods and the kind of information required for each before developing them into programmes. Livelihood and enterprise development experts from the Development Alternatives group and several others like KVK, NRLM, RSETI, DUDA, SUDA, and gramin banks provide the orientation and systematic inputs for different livelihoods.
Radio Bundelkhand organized a competition in Tikamgarh and Niwari districts titled Kaun Banega Business Leader (Who Wants to be a Business Leader) for generating interest among its listeners. Women, youth, and farmers joined in and not only helped develop thematic content but also conducted a door-to-door survey to understand the needs, requirements, and status of livelihood practices in the region. Tribal people from Tikamgarh also came forward to learn about new livelihoods. Over the last five years, more than 1,500 individuals have registered themselves under various training schemes and job opportunities, vouching for the radio station’s successful efforts.

Vikesh Prajapati, 22, who had to discontinue his education after Class 5 due to a degenerating visual condition, found his voice and calling through Radio Bundelkhand. Listening to its programmes he started a small enterprise on manufacturing donal pattal (eco-friendly disposable plates crafted out of forest produce). Learning from the programmes, he also formed a self-help group (SHG) of 10-12 women led by his mother. Radio Bundelkhand helped Vikesh secure a bank loan and the group added goat farming to its activities. Vikesh, a radio reporter now, not only set himself up as an entrepreneur but also helped provide livelihoods for several others, each of whom make about Rupees200-250 a day.

Ajeevika’s main thrust is controlling migration from villages and promoting home-based industries, eventually improving the people’s
financial condition. Over the last 12 years, the station has created more than 500 radio programmes on sustainable livelihoods which have helped many young people discover their talent and set up small enterprises that have helped them mitigate conditions of absolute poverty. What makes the programmes innovative and sustainable is the consortium approach that Radio Bundelkhand follows by bringing together different agencies for a result-oriented activity, with radio playing an important role in the process.

Social Media Handles

https://www.facebook.com/Rural-Reality-Show-293567107335495
https://www.facebook.com/radiobundelkhand/
https://twitter.com/DAperspectives/status/1227826363949694976
https://www.youtube.com/watch?v=3EL5Lyb5USs
https://www.devalt.org/newsletter/nov09/lead.htm

Awards

Commonwealth Educational Media Centre for Asia Award
Promoting the local culture First National Community Radio Sammelan, 2011

Manthan Award Special Mention
Digital Empowerment Foundation, 2011
SDG Target 3.1
By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

SDG Target 3.2
By 2030, end preventable deaths of newborns and children under five years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-five mortality to at least as low as 25 per 1,000 live births.

SDG Target 3.3
By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases, and other communicable diseases.

SDG Target 3.4
By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment, and promote mental health and well-being.

SDG Target 3.5
Strengthen the prevention and treatment of substance abuse, including narcotics abuse and harmful use of alcohol.

SDG Target 3.6
By 2020, halve the number of global deaths and injuries from road traffic accidents.

SDG Target 3.7
By 2030, ensure universal access to sexual and reproductive health care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

SDG Target 3.8
Achieve universal health coverage, including financial risk protection, access to quality essential health care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

SDG Target 3.9
By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

SDG Target 3.A
Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate.

SDG Target 3.B
Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, and provide access to affordable essential medicines and vaccines in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibility to protect public health, and, in particular, provide access to medicines for all.

SDG Target 3.C
Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States.
Diverse Content Paves the Way for Social Change

SDG 3: Good Health and Well-being

Radio Brahmaputra 90.4 MHz
Maijan Borsaikia Gaon, Dibrugarh District, Assam
On Air 07 June 2015
Broadcast 15 hours
08:00-23:00
Languages Assamese, Sadri, and Hajong
Staff Full time: 3  Part time: 3  Paid volunteers: 4
Licensed to Centre for North East Studies and Policy Research, EDUCATIONAL

I have been listening to Radio Brahmaputra for the last five years. It gives me a lot of information on the subjects that I am interested in. I like the local songs played on the radio. I have visited the radio station many times and have always felt welcome there – it is more like visiting my family rather than a radio station.

Nirmal Kumar
Jokai Kaliyan gaon
The Brahmaputra Community Radio Station (BCRS) located close to the banks of River Brahmaputra caters primarily to tea garden workers and riverine communities, who are not only marginalized but also geographically isolated and cut off from many mainland development initiatives. Licensed to the Centre for North East Studies and Policy Research (C-NES) which has been working on public health, education, and livelihoods since 2000, Radio Brahmaputra covers almost all the SDGs.

The station covers close to 6 lakh population including the tea garden, riverine, and other mainland village communities living in a coverage area of 20-25 km in what may be called a media dark region, reaching out to them in their own languages and dialects that are largely ignored by mainstream media.

At BCRS the process of community engagement starts with getting involved in formative research where issues of immediate local concern are identified and reported back to the radio. Based on this programme content is developed. The community participates in all aspects of content creation and also helps in narrowcasting the programmes and gathering feedback. The radio has also designed a set of participatory research tools and a community outreach programme guidebook and is engaged in a continuous process of building community capacities in undertaking both these activities.

Access to health information and services has been identified as a challenge area and Radio Brahmaputra has identified a number of themes for intervention like early childhood development, nutrition, pregnancy care, reproductive health, menstruation, and general health and hygiene. Acting as a bridge between policymakers and government healthcare programmes and their intended beneficiaries, Radio Brahmaputra has broadcast over 300 hours of health programmes. Working with several partners like UNICEF, the District Health Society, Assam Medical College, the Public Health Engineering Department, and the listener community, the station offers a daily slot on health in a variety of formats. Special programmes are also uploaded on Facebook, YouTube, and the station’s website. Two of its current popular programmes are Puwar Brahmaputra and Bingol Bajilo.

Puwar is a daily morning live magazine with a quiz session, a weather update, and an expert slot from different fields like health, education, and environment interspersed with local and folk music. Bingol in Sadri, a dialect of the tea garden community is a half-hour programme produced by local community members from the tea gardens who decide the local issues that they want like to address for their health, agriculture, water, sanitation, environment, and education needs.

During the COVID-19 pandemic, the station...
broadcast two special programmes - a daily one hour live on the pandemic with doctors and health experts from the District Health Department and the Assam Medical College Hospital. It also broadcast regular updates provided by the government bodies. The other weekly programme is called COVID-19-Kotha dealing with other pandemic related issues like mental health, parenting guide, livelihoods challenges, available opportunities, and dealing with fake news.

Drawing from the parent NGO’s sustained work in the community, Radio Brahmaputra has carved a niche for itself as an authentic source of information and a reliable friend of the local community. A large number, more than 300 volunteers – men and women of all ages aptly called Radio Bandhu (Friends of the Radio) – have become partners in the development process. In a place where dependable information sources are few and the under-resourced communities face many challenges, the station plays an important role in connecting people with public services bringing them into the fold of development.

**Links & Social Media Handles**

- www.radiobrahmaputra.org
  https://www.c-nes.org/programmes/radio-brahmaputra/
- https://www.facebook.com/RadioBrahmaputra90.4FM/
- https://twitter.com/RadioBrahmaput1
- https://www.youtube.com/watch?v=OAi3HV5zK1

**Awards**

- MANTHAN AWARD South East Asia and Asia Pacific 2014, Extraordinary Services to Marginalised Communities
- E-Assam 2015
- E North-East Award 2016
- Community Radio of the Year 2020
Promoting a Holistic View of Health through Radio

SDG 3: Good Health and Well-being

Radio Mattoli 90.4 MHz
Mananthawady, District Wayanad, Kerala
On Air 01 June 2009
Broadcast 24 Hours
Languages Malayalam, Paniyaa Tribal dialect, and Hindi
Staff Full time: 9 Part time: 3 Paid volunteers: 6
Licensed to Wayanad Social Service Society, NGO

On any given day Radio Mattoli is bustling as its 18-member team prepares for the 80 programmes that the radio broadcasts every week in its 24-hour broadcast schedule. Besides content development, the other activities undertaken by the station include hands-on production training sessions for volunteers, preparing for narrowcasting, and meeting listener clubs’ members. It also prepares for Grama Mattoli, a unique outreach programme that takes the radio to different villages on a rotational basis and sets up an outdoor recording event with the community taking their bytes, views, feedback, and concerns. In short, giving them a voice. Basic recording and editing skills are also imparted to community members so that they can shape their own content. Radio Mattoli is able to handle all these activities thanks to its large number of volunteers from the community. The community connect and stakeholder engagement that the station has built over the years is a textbook example of a successful method. The functioning of the radio and its impact are part of the journalism syllabi both at the undergraduate level of journalism at Kannur University and in the State Secondary Education Board of Kerala.

Given the scale of its operations, it is little wonder that the station is working on all the SDGs with health being one of its thrust areas, especially for the tribal community who typically battle issues of poor nutrition, drug abuse, and hygiene and sanitation. Over the years, these have been addressed with
a wide repertoire starting with a Department of Science and Technology’s series on women’s health and nutrition titled Jeevani (Life). Arogyavedhi (General Health) and Kudumbavedhi (Family Health) are other regular programmes. Special programmes like Asakiranam (on cancer awareness), Mansoukya (mental health), Ayushkaameyam (health and Ayurveda), and Dr. Live, eTalks (on COVID-19) make up the total weekly coverage of 12 hours on health. In fact, the district information centre in charge has recently commended the station for ‘continued radio broadcasts on health-related issues and the exemplary services to the marginalized and tribal people to prevent the community spread of COVID-19’ and noted that ‘all the radio programmes especially jingles, interview and live phone-in have made people to acquire scientific knowledge on health-related issues and to overcome the misconception.’

Radio Mattoli is associated with a number of healthcare organizations, associations, and local health officials representing various branches like Allopathy, Ayurveda, Homeopathy, Dental Association, Alcoholics Anonymous, and the District Hospital, which extend support to its programmes. Special series on mental health and outreach programmes have helped reach out to families of mentally challenged persons. Many programmes are also being translated into tribal dialects to ensure that last mile connectivity with the most marginalized community is achieved.

Radio Mattoli also reaches out to differently abled persons as part of its inclusive mandate. In times of special needs like after floods, it produces special series. Over 100 episodes of effects of climate and weather on health and seasonal diseases have helped the community take appropriate and timely action. There is virtually no aspect of health that Radio Mattoli does not cover and a vast network of institutions, specialists, and above all a community invested in the radio ensures that it provides accurate, relevant, and timely information to its large and growing listener base.

Our Grama Mattoli activities take the community radio station into the villages and record the villagers’ views and concerns at their doorstep. This helps us to get community driven content and get their voices on air for social change. Mobilizing the youth in large numbers is possible due to volunteers’ interest and work.

Vincent Puthiyudomkunnu
Wayanad, member, volunteer team

Links & Social Media Handles
https://www.facebook.com/radiomattoli/videos/238959574042733/
https://twitter.com/radiomattoli?lang=en
https://www.instagram.com/radiomattoli/
Radio as a Friend of the Community

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Friends CR 90.4 MHz  
Kalyani, West Tripura, Agartala  
On Air  29 May, 2017  
Broadcast  12 hours in two slots  
08:00-14:00 and 16:00-22:00  
Languages  Bengali, Kokbork, and Hindi  
Staff  Full time: 5  Part time: 4  Paid volunteers: 8  
Licensed to  David Super Star Bodol, NGO
Located in West Tripura’s capital Agartala, Friends CR covers around 19 rural and urban villages with a population of 5 lakh, of which 3 lakhs fall under the coverage area of the radio. Small trade and agriculture are the major occupations in the area. Licensed to the NGO David Super Star Bodol, as the only community radio in the region, Friends Radio enjoys popularity across a cross-section of the community comprising government employees, daily wage workers, labourers, homemakers, and students. Poor economic status and low levels of literacy prevail, and the community is facing many challenges including lack of educational and health facilities, employment opportunities, and safe drinking water besides law and order issues. Friends Radio has been steadily building its brand as a friend of the community; with its most popular programme called ‘Best Friend’ and the radio jockeys calling themselves FJs – Friend Jockeys.

The station identifies women and youth as its main listeners and has been focusing on content directly addressed at them. Best Friend is a daily two-hour show that addresses wide ranging health issues including food, nutrition, mother and childcare, mental health, and gender-based violence. To apprise women of their rights, provisions under the law, and special government schemes for their benefit, the programme encourages listeners to speak up and seek advice from experts who take part in the show like doctors, academics, psychiatrists, and police and government officials. Issues like human trafficking, exploitation and abuse of children, child marriages, women’s education and economic empowerment also form topics of intense discussion also touching on SDGs 4, 5, and 8.

One of Friends CR’s important campaigns was triggered by the mainstream media’s coverage of a fatal road accident where the victim was a well-known industrialist. What made the story poignant was that the victim needed an organ transplant, a willing donor was identified, but it could not be done in time due to lack of a timely and accessible medical facility. Friends Radio mounted a systematic campaign on different aspects of organ donation – awareness, lifesaving possibilities, and most importantly, lack of such medical facilities to carry out the procedures in the entire state of Tripura. Guwahati in Assam, serves the entire North East region for this requirement. The campaign received widespread support from

Community radio is the only medium that all the people in the community can afford and access easily from wherever they are on their handsets. If community people are strong and well informed, they can avail of their rights and society can develop.

Friends Radio team
all quarters and also got mainstream media coverage. Friends Radio has successfully cen-
tre staged organ donations and transplants as a lifesaving option that is an area of poor awareness. The series was also awarded the Second Prize in the Thematic Category by the Ministry of Information and Broadcasting at the annual Community Radio Sammelan, 2019.

Another successful health intervention by Friends Radio was in the area of reproductive health. Prevalence of cervical cancer is high in the community and in the course of its subject research, the station found several unhygienic menstrual practices among the women. However, despite spreading awareness, especially among the youth, local traditions were still rampant because of the high costs of sanitary napkins. A discussion on the radio about the topic, though initially restrained, gradually picked up and helped draw attention to the matter. The station carried out a long and sustained campaign for low cost, affordable sanitary napkins and tried to rope in bankers to give loans to women willing to start their production as a small cottage industry. And thanks to Friends Radio’s efforts, the community got its own ‘Pad Woman.’ A young listen-
er, Happy Ghosh was motivated to do something, and she approached the bank through support from the radio and got a loan of Rupees 50,000 sanctioned under the Mudra Yojana and started a small unit. Friends Radio continued its campaign for free sanitary napkins and reached out to several government and non-governmental agencies for support both for programming and action and efforts were rewarded in the beginning of 2020 when the Chief Minister announced a move to provide free sanitary napkins to girls in Classes 6-12, who also form a sizeable group of Friends Radio’s listeners.

A campaign approach to programming, the ability to mobilize community members and motivating them to speak up on issues that are not often spoken about freely in a short span of three years speaks of the radio’s community connect and commitment. Besides broadcasting, Friends Radio also engages its sizeable young listeners through WhatsApp, social media, as well as the YouTube channel, which also expands its reach and swells public opinion often resulting in desirable positive action.
Break Taboos, Enabling Conversations

SDG 3: Good Health and Well-being

Radio Gurgaon Ki Awaaz 107.8 MHz
Gurugram, Haryana
On Air 20 November 2009
Broadcast 22 hours
16:00-14:00
Languages Hindi, Haryanvi, Bhojpuri, Maithili, Garhwali, Kumaoni, Bagheli, and Rajasthani
Staff Full time: 4
Licensed to The Restoring Force, NGO

I first went to the PHC in Mullahera and asked for Neelam behenji. I had heard her voice on radio, so I told her I had come from Chahat Chowk. She was very nice to us, and after checking my wife, referred both of us to the civil hospital... My wife and I both listen to the radio, she at home, me at work. In the evening, we both sit and talk about what story was broadcast on Chahat Chowk and what issue was discussed. We have been having very good conversations ever since we started listening to the radio.

A listener
Good Health and Well-being is a universal concern addressed by all community radio stations without exception. But what makes Gurgaon ki Awaaz’s approach stand out is the diligent way in which programmes are designed in close collaboration with the public health system and linkages are made to help listeners access both information and services properly.

Initially, the radio had a tough task as there was a high number of migrant workers in the community who could not afford private healthcare services; they also did not have the information to access government health services, be it primary health centres or the civil hospital. In their conversations with civic authorities and NGOs engaged in health, Gurgaon ki Awaaz learnt that nearly 75 per cent of the pregnant women coming to the civil hospital were anaemic, water borne diseases were rampant, and mental health issues were completely ignored because of lack of awareness and the stigma attached to even acknowledging them. In the absence of alternatives, people ended up going to quacks or getting medicines directly from the pharmacist without any prescriptions. While the station regularly addresses healthcare in its programmes, three main thematic areas find a prominent place in the station’s regular programming: Swasth Gurgaon on general health, where each programme features one specialist doctor; Udaan on psycho-social health issues; and Chahat Chowk on sexual
and reproductive health and hygiene, which is also its most popular programme.

Designed as a community learning programme (CLP) with initial support from the Commonwealth of Learning, *Chahat Chowk* encompasses a multi-media, multi-stakeholder participatory storytelling approach to behaviour change communication. Before initiating its production, the team undertook over six months of in-depth formative research, including focus group discussions, mind-mapping, and in-depth interviews with listeners and health service providers which fed into a detailed message matrix that identified the problem areas, current coping mechanisms, and risk behaviours that needed to be addressed before it mapped the desired behaviour changes for positive outcomes. These in turn informed the episode plan, based on which a series of programmes were produced.

All the early episodes were thoroughly field tested and the feedback was incorporated into the episode design which helped create better linkages with health authorities and the community. Narrowcasting with listener groups and face-to-face discussions helped in gaining a deeper understanding. For instance, when the community wanted more episodes dealing with adolescent sexual health, a whole new series called *Bavra Mausam* took shape. In live phone-in conversations, issues that generated more questions got added as further episodes and sessions with doctors.

Aimed at behavioural change, the programmes had a clear call for action that urged the listeners with a problem to visit the local ANM or doctor. The success of the programmes was evident in the fact that the local ANM reported that at least 60 or 70 people who visited her mentioned Gurgaon ki Awaaz’s programmes and subsequently they also visited the PHC feeling less intimidated by the system. Similarly, the psychiatrist at the Civil Hospital, Gurgaon also reported that many listeners came to consult him, which in itself is a big achievement. Despite the double stigma of sexual health and mental health, the listeners went to meet doctors in the Civil Hospital and continued till their treatment was satisfactorily concluded.

Little wonder then, that *Chahat Chowk*, perhaps the only programme of its kind on Indian radio that talks in a completely free and frank manner about sexual and reproductive health, became Gurgaon ki Awaaz’s driver on health. While the anonymity of radio permitted a safe space for these conversations, it was a comprehensive approach to programming, from problem identification to building confidence in seeking treatment that set it apart. The number of calls that came in during the one-hour programme with the doctors, duly recorded by Gurgaon ki Awaaz bear testimony to a pressing need in the community that it was able to fulfil.

For the station, the key learnings have been that rigorous research and efforts to build multi-stakeholder collaborations are the key to an effective behavioural change and a story-based approach to talking about sensitive topics that people normally shy away from is extremely effective especially when these stories are in the voices of community members themselves.

The overall programme impact has been that the community has become much more accepting of conversations around sexual and reproductive health in the last seven years.
Listeners who earlier complained that they were uncomfortable listening to the programme with their families, later said that the programme was ‘a service to the community.’

The local ANM and doctors in the Civil Hospital became far more receptive to feedback from Gurgaon ki Awaaz about the problems that the people were facing when they went to the government hospital. The Director of NRHM requested the Chief Medical Officer of Gurugram to support the radio’s health programming because it was reaching the hardest to reach.

By the station’s own admission, even if it was not always possible to address every issue in a comprehensive manner, especially without external reinforcements – both financial and human resources – the series was single-handedly responsible for building enormous trust among government doctors regarding the radio station and an understanding that Gurgaon ki Awaaz is working as a partner in their work, thus ensuring far reaching benefits for the community.

Chahat Chowk is not only a hugely impactful programme series but more importantly it showcases a method of approaching behaviour change by engaging different stakeholders as a whole for better health and well-being of the community. Additionally, what is commendable about the programming is that gender is a cross-cutting lens that informs all content, thus touching upon various aspects of SDG 5, Gender Equality-5.1, 5.5, 5A, 5B, and 5C. The programme has successfully built partnerships for future programmes on health.

Links

https://www.amarujala.com/delhi-ncr/health-department-will-deliver-sex-education-to-youth
https://www.thebetterindia.com/84301/gurgaon-ki-awaaz-gurgaon-community-radio/
https://www.organindia.org/video_reviews/gurgaon-ki-awaaz-107-8-fm/
https://www.liveonlineradio.net/hindi/gurgaon-ki-awaaz.htm

Social Media Handles

https://www.facebook.com/GurgaonFM/
https://www.organindia.org/video_reviews/gurgaon-ki-awaaz-107-8-fm/
https://www.youtube.com/watch?v=To356cqGf9Q

Awards

National Community Radio Award
Ministry of Information and Broadcasting, GoI, 2012,
Promoting Local Culture
Taking a Preventive Health Approach to Community Well-being

SDG 3: Good Health and Well-being
SDG 5: Gender Equality

Radio Hamara MSPICM 90.4 MHz
Shamti, District Solan, Himachal Pradesh
On Air 13 March 2009
Broadcast 14 hours
07:00-21:00
Languages Hindi and Pahari
Staff Full time: 4 Part time: 4
Licensed to M.S. Panwar Institute of Communication and Management, NGO

Nestled in the small hilly town of Shamti with a population of about 50,000, Hamara MSPICM is one of the first community radio stations in the hill states of northern India licensed to the M.S. Panwar Institute of Communication and Management (MSPICM). Participation in the nationwide project of the Department of Science and Technology gave the station an opportunity to do a door-to-door survey covering nearly 1,000 households and understand in depth the issues in the two related areas of women’s health and gender equality. Swasth Mahila Swasth Samaj (Healthy Woman, Healthy Society) and the UNICEF supported Bachpan Express focusing on adolescent girls have been the station’s two flagship health programmes addressing women in particular. Meri Sakhi (My Friend) and Beti Anmol (Precious Daughter) are two other popular series. Over the years, Hamara MSPICM has built an equation of trust in the community and community members are able to share their experiences with the station without hesitation even when it comes to sensitive topics.

While working on the perils of early marriages and gender discrimination, a number of listeners came forward to share the difficulties
During the last 11 years of its broadcast, the radio has highlighted multiple issues faced by the community and created awareness among the community about the rights of the underprivileged and vulnerable sections of society.

Ramkishan Kaushik
Retired headmaster and CRMC member

that they faced because of marrying young and also bearing children at a very young age having adverse effects on their physical and mental health and that of their children in the early years. One of the listeners, an old couple also spoke about how they discriminated between their male and female children, be it in nutrition or education, depriving the girls of an opportunity to attain their full potential and openly expressed regret for this attitude. These calls were a direct result of the programmes that they were hearing on the radio.

Santosh, a victim of discrimination without realizing it, was also not in favour of sending her daughter for higher studies in the mistaken belief that that she was actually protecting her daughter from unsafe conditions. Listening to the programmes and participating in the outreach activities changed her attitude and she decided to send her daughter for higher studies outside her village. Arvind, another regular listener, feels that he became aware of gender discrimination in ways that he had never even thought before. It was an eye opener for him and he started volunteering with an NGO, spreading awareness about the issue. The direct appeals that the pro-
grammes made and feedback from listeners who called in to speak about their changed perspectives were impactful.

Hamara MSPICM’s health programmes are comprehensive and deal with a range of issues including preventive health and good nutrition and cater to the informational needs during the entire life cycle – from care of the unborn by a pregnant mother to childcare, adolescent health, and that of senior citizens who form a sizeable segment of its listening community. With special focus on gender, the programmes deal with gender discrimination at all levels and the resultant mental stress and ill effects. A wide range of formats like drama, folk forms, and songs are used for making the programmes appealing. The station narrowcasts regularly in schools, colleges, and also among self-help groups which help it get feedback on its programmes and also draw up a need based list for future programmes. Being one of the well-known educational institutions and the first radio station in the region, Hamara MSPICM has an excellent rapport with the civic administration and other institutions, which enables it to get good experts for its programmes providing factual and dependable information. The group also runs a community college providing vocational training in media studies including radio production and jockeying which makes the radio station a bustling place with a youth connect. The in-house availability of volunteers and linkages with the civic administration help in both content creation and outreach activities.
Radio Medicine with a Difference – Delivering Medicines to Homes

We can’t believe it is nearly 20 years since a set of young people came together to work with Himalaya Trust and produce a number of audio programmes for narrowcasting. We all kept at it and continued to remain enthusiastic, striving to bring communities to listen walking from village to village. We have been broadcasting since 2012. Our young, membership driven team is energetic and willing to share its knowhow with others.

Henvalvani team members
Henvalvani was actively engaged in building a membership based radio station that was born out of nearly 12 years of engagement with the communities on various development issues through narrowcasting audio content and training activities as part of its engagement with the Himalaya Trust. Later, the parent organization Astha was able to move this youth energy to set up its own community radio station in the foothills of the Shivalik range in Tehri district in Uttarakhand. To reach the most remote and often neglected communities, the station continued narrowcasting and field based activities.

The station makes programmes in almost all the SDGs addressing pressing issues like migration primarily due to lack of access to many services including health and abandonment of villages resulting in barren land - nearly 2,000 such villages exist in Uttarakhand. Henvalvani has been working on all these issues. On SDG 3, Health, and Well-being, Henvalvani has three main programmes broadcast weekly - *Swasthya Charcha*, *Poshan Abhiyan*, and *Khushion ka Angan* – and these stand out as Henvalvani’s key interventions.

Several members of Henvalvani’s founding team were exposed to SDGs in different workshops conducted by the Digital Empowerment Foundation, UNESCO, Ideosync Media Combine, and the Community Radio
Sammelan in a national annual event organized under the aegis of the Ministry of Information and Broadcasting. They realized that communicating messages about SDGs entailed creating awareness about complex issues in a simple language, using local dialects, and engaging locals in content creation for having a lasting impact on the community.

The weekly series *Swasthya Charcha* takes up questions and expectations of the community as a starting point for episodes on health. Presented in a half-hour magazine format, each episode begins with a vox-pop followed by expert views drawn mostly from the district hospitals on diseases or health problems and how to access the services provided. Phone-ins from listeners are responded to by studio based experts as well as through telemedicine services (available on phone number 555) where callers can not only access doctors on the phone but also get medicines delivered to their homes. This innovative telemedicine initiative of the Uttarakhand Health Department, of which Henvalvani is a media partner, makes Tehri the only district in the state to provide such an impactful service, lauded even by the Prime Minister in his *Mann ki Baat* programme. The station broadcasts free promotional messages about this service. When a shortage of medicines was highlighted, Henvalvani made an appeal through a radio campaign *Dava do, Jeevan do* (*Give Medicines, Give Life*). Volunteers and listeners from across the district came forward to donate unused but not expired medicines to a pool, for which the station was a collection point. One such donor donated Rupees 13,000 worth of usable medicines. Henvalvani also runs special health days’ programmes like no tobacco day.

During the COVID-19 pandemic Henvalvani collaborated with the health directorate to
produce and broadcast public service messages. It also made a special 24-episode series titled Corona se Darna Nahi, Ladna Hai (Do not Fear Corona, Fight it).

Henvalvani is a community friendly station, where people come and go freely. It has kept the community informed and engaged through its broadcasts and narrowcasts. It has been lauded by many mainstream media agencies for its very relevant work be it in times of a disaster or during the COVID-19 pandemic. Its strong social media presence and its effective use through Facebook, its own website, Twitter, Instagram accounts, Blogs, and live streaming since 2017 has helped Henvalvani to be very visible online thus increasing its support base. The station firmly believes that its programming focus will continue to be on SDGs’ goals adding to themes and formats. Henvalvani has received several accolades and commendations from the district administration, civil society organizations, and schools.

🔗 Links & Social Media Handles

- https://henvalvani.wordpress.com/
- https://www.facebook.com/groups/henvalvani/
- https://twitter.com/henvalvanicr?lang=en
- https://www.youtube.com/watch?v=NIcBuWuuU4o
Harnessing Youth Power for Youth Issues

SDG 3: Good Health and Well-being

Radio Janvani 90.8 MHz
Panoor, District Kannur, Kerala
On Air 02 October 2012
Broadcast 24 hours
Languages Malayalam, Tamil, Hindi, and English
Staff Full time: 6  Part time: 13  Paid volunteers: 16
Licensed to Academic and Technical Education Development Society, NGO

Involving the youth to create mass awareness about drug addiction and alcoholism is the first step in handling a serious social crisis in Mahe and nearby blocks. Janvani has been able to do this by partnering with multiple agencies to reach out to youth in schools and colleges in Mahe.

S V Jayashankaran
Executive committee member
The Janvani radio team was aware of the SDGs in general terms from the media but it benefitted from a detailed training programme that the station manager attended in Delhi organized by UNESCO and SMART in 2019 that helped finetune its work to specific goals and targets. Janvani is located in Panoor village in Kannur district in northern Kerala. It focuses on health and well-being for creating social and behavioural change, particularly addressing SDGs 3.5 and 3.6 related to substance abuse and often resultant road accidents, as both these were pressing concerns in the region. The main reason for this is Mahe’s proximity to Panoor, a small township of just 9.5 square km with a 41,000 population, where liquor and other hallucinating substances were available freely and also at lower prices as compared to the rest of Kerala. The small geographic area with 60 liquor shops and vends was a huge attraction for the youth. A preliminary survey by Janvani showed the high frequency of use of both liquor and other substances among college and high school students. The easy availability of and unchecked use of these substances spoiled the future of many children and youth and also ruined many families.

Against this background, post the SDG training, Janvani’s team and content committee members studied the SMART-UNESCO SDG toolkit with relation to these targets and drew up an action plan. Over the last eight years, Janvani has made several programmes on health and nutrition like the Arogya Posham series that had good community participation and response. In fact, in the early days of its inception, Janvani was recognized and commended as the best organization for promoting breast feeding through community radio. Leveraging its ability to trigger community action, Janvani engaged with multiple partners to mobilize the youth to launch a massive awareness campaign. It forged successful partnerships with the Mahe admin-
istration, which falls under the Government of Puducherry, the Malabar Cancer Centre, Thalasseri, Kerala, and ChildLine, a helpline service NGO to address youth directly. The programme was started with a modest ceremony in October 2019 at a Government High School, where all the partners and Mahe’s local elected leaders came together to address the issue. Soon, with the active engagement of Janvani’s team, members of self-help groups, and youth volunteers, ground activity picked up. Alongside the awareness drive, Janvani broadcast programmes on radio aptly titled Mukthi (Freedom). The programmes covered a range of issues in a variety of formats - drama, experience sharing, PSAs, and expert talk. Janvani also has programmes on road safety.

A significant component of Janvani’s activities has been its outreach activities. Over 18 schools and three colleges in Mahe have been covered so far. The COVID-19 related lockdown brought a temporary setback to the face-to-face events, but the radio programmes continued. Medical experts and counsellors from partner agencies continued to engage community members in conversations around the medical and social aspects of substance abuse.

Requests from schools and colleges to be part of this campaign and willingness of other partner agencies to support this initiative vouch for the success of the intervention. Being locally funded and managed, particularly support from the civic administration makes the initiative sustainable. Janvani is currently gearing up to expand its reach and scope. The schools and colleges involved report more awareness and discussions on the topic, which could lead to desired behavioural changes. Parents and families also participate enthusiastically in sharing their concerns and
experiences. The programme conducted at the government high school UGHS in Chalakkara, Mahe in early November 2019 was the best received, according to the Janvani team. One important learning for Janvani has been that programmes addressing youth must involve them at all stages of both radio production as well as outreach activities. Being an area of extreme concern for community members and stakeholders, Janvani has been able to garner support and use its own community connect successfully in addressing these important targets in a holistic campaign mode with on-air and outreach interventions. Licensed to the Academic and Technical Education Development Society (ATEDS), working with youth and engaging social media effectively have been clear advantages for Janvani that add value to its interventions.

**Links**


https://www.youtube.com/watch?v=PkV-GR69CdE

http://uccommedia.in/news/radio-kotagiri-90-4-fm-nilgiris-tamil-nadu/


**Social Media Handles**

http://uccommedia.in/news/janvani-90-8-fm-kannur-kerala/

http://www.manch.net.in/adda/get_user_profile_page/116

https://www.facebook.com/janvanifm/

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Creating Women’s Health Awareness through Radio

SDG 3: Good Health and Well-being

Radio Kadal Osai 90.4 MHz
Pambam, Ramanathapuram District, Tamil Nadu
On Air 05 February 2017
Broadcast 24 hours
Languages Tamil
Staff Full time: 5 Part time: 7 Paid volunteers: 2
Licensed to Nesakkarangal Charitable Trust, NGO

‘Fishing is a very physically demanding task, as are the other related jobs such as packaging and processing, so Good Health and Well-being are very important for our community,’ says the station director of Kadal Osai. The station’s intensive health campaign started with its participation in Poshan Mah, a programme of the Ministry of Women and Child Development. Aimed at improving the nutritional status of children, adolescent girls, and pregnant and lactating mothers, the programme involved a slew of on-air and on-ground activities like engaging with the district administration and local health officials like anganwadi workers, ANMs, ASHAs, doctors, and nutritionists.

Relatively new at the time, Kadal Osai started gathering background information on undernourished children in the 0-2 years age group through official websites, took some tips from other participating CRS, and gathered data at the community level. One of the problems identified was poor awareness and lack of prevalence of breast feeding among the new mothers. Thus, special attention was paid to this aspect and MOM, a programme for new mothers went on air which eventually became one of the station’s most popular programmes on health. Young mothers started calling the station seeking information about breast feeding, proper feeding methods, and diet for increasing milk flow. One caller
Thanks to Kadal Osai’s health camp we have got over 100 people’s data on general health status, especially haemoglobin levels and their contact information. Now we can invite them to the PHC and provide remedial care. Normally, unless they are really ill people don’t visit the PHC. We would love to do more such activities with Kadal Osai. Thanks to the station, our job has become easier. In fact, it will be easier still if our district has many more community radio stations like Kadal Osai.

T. Bala Ambika
Child Development Officer, Mandapam region, ICDS
shared her story of how she switched back to breast feeding her baby after hearing the programme, which motivated 50 young women to go on air and take an oath to breast feed their babies. The efforts were multiplied by narrowcasting at many panchayats. Success stories, experience sharing, expert talk, and specialist interviews formed the programme bouquet, centre staging world breast feeding week on Kadal Osai.

Despite iron rich sea food, anaemia was very common among adolescent girls and women, a fact confirmed by data from a health camp where people could check their haemoglobin levels besides blood pressure, blood sugar, height, and weight. The local anganwadi and health centres for the first time had specific information to successfully carry out their interventions. The campaign helped spark widespread community interest and discussions on health issues through the radio. Continuing the programmes beyond the month long sponsored campaign, Kadal Osai customized the programmes to suit the community's needs and produced a series of 30-60 second spots, called 'sparklers' in different formats on different topics broadcast throughout the day. In skit, song, and slogan formats, health awareness was created on obesity, ideal blood pressure and sugar levels, pregnancy care, healthy habits like walking, perils of open defecation, a healthy diet, and seafood proteins. Detailed programmes on diabetes, which has a high prevalence in
the community and other non-communicable diseases like asthma were also covered in detail in the series.

The most popular programme series was Paranthu Sellava (Come, Let’s Fly) a special daily show for women on menstrual hygiene and physical and mental health. It was popular because it provided women and girls an opportunity to address personal health and hygiene issues and seek solutions freely and anonymously without hesitation. The show featured women who were local celebrities, elected leaders, successful professionals, artists, achievers, and other role models in the community, who lent further credibility and motivation to the listeners.

Pamban Bridge, one the major tourist attractions on Rameshwaram Island that provided a scenic view to people travelling by train, had an uncouth sight of an open toilet on the beach. Defecation was rampant by fishermen just before they took off into the sea. Relentless efforts by Kadal Osai in the community and the administration’s cooperation finally led to six toilets being constructed on the beach tackling the problem to a great extent. The community women are now pressing for separate toilets too.

The main reason for Kadal Osai’s popularity within a short period of time is its complete rootedness in the community both as a producer and a consumer of content.

Links & Social Media Handles

- https://www.kadalosaifm.com/
- https://www.facebook.com/kadalosaifm/
  https://www.facebook.com/kadalosaifm/live_videos
- https://twitter.com/kadal_osai?lang=en
- https://www.instagram.com/kadalosai___90.4/
## Call and Solve – a Helpline Approach

### SDG 3: Good Health and Well-being

<table>
<thead>
<tr>
<th>Radio KLE Venudhwani 90.4 FM</th>
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<tr>
<td>Belagavi, Karnataka</td>
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<tr>
<td>On Air</td>
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<tr>
<td>Broadcast</td>
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I had been tense for days wondering if I was suffering from breast cancer after listening to a radio programme by KLE Venudhawni where an oncologist from the city cancer hospital explained the causes, symptoms, and screening procedures. I went to the hospital, got screened and realized I had stage 1 breast cancer. I took treatment and have now recovered. The radio programme made me recognize the symptoms and seek timely treatment thanks to Venudhawni. I am a regular listener especially of the Arogya Darshan programme which is very useful.

Vishnulakshmi-Kanaganni
Venudhwani was established in 2015 with a state of the art studio in the hospital and medical college premises of its parent institution that runs academies of higher education and research and a host of community services. Also called Venugram or the bamboo village, the station is located in the multi-cultural and multi-lingual city of Belagavi. It keeps its doors open for community members to walk in and voice their views, concerns, and participate in different activities. Gender, nutrition and health, especially of women and child health are cross-cutting themes across the programmes that Venudhwani produces.

Being located in a hospital, Venudhwani gives high priority to Good Health and Well-being, a fundamental right of every individual. The availability of medical expertise on campus is a boon for its programme Aarogya Darshan, a half-hour daily show on health and wellness. Venudhwani has produced 700 programmes on this subject, covering a multitude of topics, covering many SDG 3’s targets like 3.1, 3.3, 3.4, 3.8, and 3.C.

Venudhwani’s strategy of community engagement entails bringing together medical experts and government health functionaries not only for its programmes but also for several outdoors campaigns like providing vaccinations and free health camps and awareness camps on special health days. Venudhwani makes public announcements of all these and the community participates actively in the events. Collaborating with its sister institutions and local PHC officials, screening programmes and free health check-up camps are
held regularly for cervical cancer, ophthalmology check-ups, dengue awareness, diabetes, and hypertension.

Venudhwani first heard about the SDGs during a workshop organized by CEMCA and SMART in New Delhi where it received the SDG toolkit and the team decided to use it for planning its future episodes in different areas like clean water and sanitation, gender, and skill building. The programmes consider local health needs based on Venudhwani’s surveys and community demands made through telephone calls.

An innovative programme was launched in 2020 during the COVID-19 pandemic called ‘Call and Solve,’ a live show aimed at addressing mental health and livelihood related concerns. People called in with queries and to ask for advice and suggestions to start some remunerative work or small businesses and requested help to map their skills with some job opportunities. The RJ who anchored the show was a motivational speaker who listened to the callers, motivated them and to the extent possible provided solutions. Over a month, nearly 105 calls were assessed and verified and many satisfactorily resolved. A majority had anxiety related issues and in about 10 cases, Venudhwani was able to guide the callers with suggestions related to setting up businesses. The programmes also
covered expert talk about safety, prevention, cleanliness, social distancing, taking care of the elderly, living with co-morbid conditions, and improving immunity. This continues to be Venudhwani’s current programming focus as well. Its work has been lauded and recognized by the local media and by community members.

Venudhwani’s staff members have been recognised and rewarded for their work on health by several local organizations and foundations for community service. A staff member won the best journalist award for COVID-19 reporting from the Karnataka Journalists Union. Both its Marathi and Kannada services have been appreciated and awarded. Venudhwani believes that a close connect with the community and the multiple languages in which it communicates helps it bridge information and awareness gaps and fulfil its goal of overall health and well-being for the community. Venudhwani is sharing its ideas, experiences, and content with other community radio stations broadcasting in Marathi and Kannada setting a healthy trend among CRS’ which vouches for the popularity and replicability of its approach.

### Links & Social Media Handles

- [http://klevenudhwani.fm.org/](http://klevenudhwani.fm.org/)
- [https://www.facebook.com/venudhwani/](https://www.facebook.com/venudhwani/)
- [https://twitter.com/venudhwani](https://twitter.com/venudhwani)
- [https://www.youtube.com/watch?v=0b2TLKEQ3g8](https://www.youtube.com/watch?v=0b2TLKEQ3g8)
Creating Good Health Awareness in Multiple Dialects through Radio

SDG 3: Good Health and Well-being

Radio Kotagiri 90.4 MHz
Kotagiri, Nilgiris, Tamil Nadu
On Air 16 February 2013
Broadcast 12 hours
07:00-19:00
Languages Tamil, Kota, Toda, Irula, Kurumba, Baduga, and English
Staff Full time: 2  Part time: 8
Licensed to KLE Academy/Society Group of Institutions, EDUCATIONAL

Never did I think that just by following tips on good health aired on radio could I ensure a smooth pregnancy. Thank you Radio Kotagiri for sharing tips on traditional medicine and good health practices with a pregnant woman like me!

Ponnamma, Thavitumedu
A listener
Radio Kotagiri’s engagement with Good Health and Well-being started with its project Science for Women’s Health and Nutrition, supported by the Department of Science and Technology under which Radio Kotagiri highlighted the importance of nutritional and traditional foods enriching awareness among tribal communities living in the 15 villages of the Nilgiris Biosphere reserve area where the radio is heard; the programme lasted over 180 episodes. After its exposure to the SMART SDG workshop and the toolkit, the content management team at Radio Kotagiri strengthened its network of partners and supporters to take forward the various targets under SDG 3. The new issues that were identified included lifestyle diseases, communicable diseases, and epidemic outbreaks. Some of the older programmes were reformulated to align with SDG 3’s targets.

In collaboration with the Madras Crocodile Bank Trust (MCBT) Radio Kotagiri made programmes on snake bites. The frequency of snake bites in the Nilgiris and lack of information related to these made this programme series very relevant and popular. In association with MCBT, a lot of information communication posters were also created and discussions were held with school and college students. The campaign approach, publicity, and the uniqueness of the content made the series innovative. Content was co-produced with partners in multiple formats but in local dialects of the various tribal communities the radio serves.
Radio Kotagiri regularly organizes community health camps and check-ups to address the challenges of nutritional deficiency faced by the local tribal population. Outreach events including radio production are organized at anganwadis and the radio coverage is supplemented with narrowcasting for getting immediate feedback. One specific example that stands out is from Thanvittamedu village where a pregnant woman had a very complicated and painful time during the birth of her first child. During her second pregnancy, about the time that the radio programmes were on air, she heard and followed the tips on the radio about traditional medicines and home remedies. She shared feedback on the programmes which helped her have a smooth and safe delivery.

The station uses social media effectively for sharing its experiences among the stakeholders and community members through a WhatsApp group comprising 150 local community members for programme discussions and updates.
Links

https://www.youtube.com/watch?v=PkV-GR69CdE
http://uccommedia.in/news/radio-kotagiri-90-4-fm-nilgiris-tamil-nadu/

Social Media Handles

http://Radiokotagiri.keystone-foundation.org
https://onlineradiofm.in/tamil-nadu/kotagiri/radio-kotagiri
https://open.spotify.com/show/41cw8y77fJWDyEqRa1OM1
https://www.facebook.com/keystonefoundation/
https://twitter.com/hashtag/radiokotagiri
Pursuing a Gender Approach for a Community’s Holistic Health

SDG 3: Good Health and Well-being
SDG 5: Gender Equality

Radio Lalit Lok Vani 90.4 MHz
Nai Vasti, Lalitpur, Uttar Pradesh
On Air 03 September 2010
Broadcast 12 hours
08:00-20:00
Languages Hindi and Bundeli
Staff Full time: 3  Part time: 2  Paid volunteers: 15
Licensed to Sai Jyoti Gramodhyog Samaj Seva Samiti, NGO

I was a housewife earlier, but now I am one of the 12 community reporters for Lalit Lok Vani radio station. This was unheard of till now that a daughter-in-law of the village would record programmes, editing, reporting, and getting involved in solving women related issues. Initially there were lots of questions and refusal to grant permission at home but once my family and community realized how productive the work was they gave their permission happily.

Sunita Chandel
Lalit Lok Vani team member
The Lalit Lok Vani community radio in Alapur village in Birdha block is situated about 22 km from the district headquarters of Lalitpur. The Bundelkhand region figures low on the development index and faces harsh environmental conditions. But the region marked by conservativeness is rich in folk culture and has an abundance of local talent. Lalit Lok Vani’s licensing process took almost two years to complete, but the group started operations with narrowcasting after receiving funding support from UNICEF and training from Ideosync Media Combine. Domestic violence and child marriages are prevalent in the community. Women are often not allowed to venture out of their homes for jobs. Changing these attitudes and mindsets along with other gender discrimination issues was high on Lalit Lok Vani’s agenda.

Radio programmes addressing women focused on SDG 5, Gender equality along with SDG 3, Good Health and Well-being. Like many other CRS in the country, the first sponsored programme that Lalit Lok Vani worked on was for Department of Science and Technology on women’s health and nutrition. The baseline survey covering nearly 1,000 households brought to light specific health issues and challenges faced by women and children and helped the station draw up an extensive episode list. The programme produced 370 episodes and ran for a year as a daily broadcast. As the project stipulated several outreach and community activities this gave Lalit Lok Vani an opportunity to tap local talent and ensure participation of women they were already engaged with during their narrowcasting. Being a very popular theme,
Lalit Lok Vani made it part of its regular programmes and today over a dozen women radio reporters trained during the project period, do a programme in the same vein called Suno Meri Behna (Listen, My Sister). The programme combines both health and well-being and gender discrimination issues. Being produced by community women, it connects easily with the listeners.

A number of other sponsored programmes that Lalit Lok Vani was part of like Bachpan Express on children and Hinsa ko No on gender violence helped it address a pressing issue of discontinuation of girls’ education and pushing them into early marriages. Lalit Lok Vani also started its own programme series, focused on early marriages titled Bari Umar ke Phere, Khoob Museebat Jhele (Marriage at a Young Age Brings Many Difficulties) which sought out women in the community who were married off at a young age and who faced many setbacks in their lives, emphasizing negative role models in the community. In talking about child marriages, Lalit Lok Vani engaged equally with men, women, and youth and brought up different aspects of the issue. The problem of early marriages also affected young boys, putting a burden on them to earn which often meant discontinuing their education. An important link was explored through the programmes with unemployability due to poor education, stressing the importance of developing skill sets and completing basic education.
Amit, a resident of Jeeron village is a regular listener of Lalit Lok Vani. As soon as he finished high school, his parents were preparing to get him married. He was only 17 and eager to continue his education. After listening to several episodes on the ill effects of child marriages and learning about the Child Marriage Act, he appealed to the radio to help prevent his own marriage. Lalit Lok Vani intervened with a special episode that he made his parents listen to, which changed their mind. Amit called the station to thank it and report the happy news. There have been other instances where programmes on child marriages have had a direct impact.

Lalit Lok Vani continues to take up the issue of child marriages and invites young and old community members to share their experiences and lessons learnt. In fact, learning from its experiences of collaborating with other CRS working other thematic areas, Lalit Lok Vani is keen to start a consortium approach to producing programmes on common issues in the Bundelkhand region. The station’s sustained efforts have been applauded by the District Collector who has also felicitated one of its radio jockeys with a commendation. Another reporter, Rachna Thakur was awarded the Rani Laxmibai Veerta award by the Chief Minister for her contribution to Lalit Lok Vani. The station has also won other accolades for its community engagement and impactful programmes.
Effective Communication to Ensure Safe Motherhood

**SDG 3: Good Health and Well-being**

<table>
<thead>
<tr>
<th>Radio Mahananda 98.8 MHz</th>
<th>Belepur, Chapai Nawabgunj District, Rajshahi, Bangladesh</th>
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<tbody>
<tr>
<td>On Air</td>
<td>27 June 2013</td>
</tr>
<tr>
<td>Broadcast</td>
<td>10 hours</td>
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<tr>
<td></td>
<td>15:00-01:00</td>
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<tr>
<td>Languages</td>
<td>Bengali</td>
</tr>
<tr>
<td>Staff</td>
<td>Full time: 9 Part time: 8 Paid volunteers: 32</td>
</tr>
<tr>
<td>Licensed to</td>
<td>Proyas Manobik Unnayan Society, NGO</td>
</tr>
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</table>

Health programmes provide a sure connect with communities and without exception, all community radio stations including Radio Mahananda, have at least one or two health based programmes in their daily bouquets. PROYAS, Radio Mahananda’s parent NGO is a partner organization of Enhancing Resources and Increasing Capacities of Poor Households (ENRICH), a public sector undertaking that provides comprehensive primary healthcare services to all the households in selected unions, working exclusively through partner organizations. This linkage feeds directly into need-based content that Radio Mahananda is able to provide to its listeners. Besides programmes on general health and nutrition through a variety of radio formats like songs, drama, talks, and phone-ins with medical experts, Radio Mahananda also runs a special campaign on maternal and child health called Shastho Kotah (Health Talk). The programme’s objectives are increasing awareness about child and maternal health, nutritional issues, information about service availability of ante-natal and post-natal care services, promoting institutional deliveries, and early childhood care.
There is no other more effective or easier alternative for disseminating messages on reproductive, maternal, and child health for creating awareness in the local community than through Radio Mahananda.

Jahid Nazrul Chowdhury
Civil surgeon, Chapai Nawabganj

The daily programme Shastho Kotah has episodes devoted to breast feeding, immunization, child nutrition, and ailments like diarrhoea which are common among infants. The radio programmes are backed by field activities like door-to-door visits and health camps by paramedics engaged by Proyas under ENRICH. Radio Mahananda’s listener groups are actively engaged in helping with both needs assessment and feedback for the initiatives, working closely with the government’s health delivery systems. The feedback also helps fine-tune further episodes of the series on an on-going basis. The station has also been using social media effectively to track people’s participation in the programmes and it reports the situation to the government health and family planning services. Radio clubs also work as a monitoring mechanism for home visits and tracking pregnant wom-
en to encourage institutional deliveries, thus bringing the new mothers on to the health register for continued coverage.

The radio has brought in schools, colleges, and madrasas for awareness campaigns as change agents to help register pregnant women for the comprehensive services that are provided for them. Over a one-year period, about 12,000 beneficiaries were covered through 96 clinics over about 770 clinics days and nearly 3,000 live births were recorded, and no instances of maternal mortality were reported. All these testify to the efficiency of all-round participation. Radio Mahananda plays an important role as a communication partner by creating awareness and mobilizing uptake of health services and reporting progress. The complete sync between the NGO’s work and Radio Mahananda’s programmes form a perfect combination of on-air and on-ground activities feeding into each other’s action plans working successfully towards common goals of national development, especially on health and well-being.

🔗 **Links & Social Media Handles**

[www.radiomahananda.fm](http://www.radiomahananda.fm)
[www.radiomahananda.com](http://www.radiomahananda.com)


[https://twitter.com/venudhwani](https://twitter.com/venudhwani)

[https://www.youtube.com/watch?v=0b2TLKEQ3g8](https://www.youtube.com/watch?v=0b2TLKEQ3g8)
Holistic Approach to Health Brings Visible Results

SDG 3: Good Health and Well-being

Radio Pasumai 90.4 MHz
Dindigul, Tamil Nadu
On Air 10 April 2007
Broadcast 17 hours
06:00-23:00
Languages Tamil
Staff Full time: 6 Part time: 3 Paid volunteers: 3
Licensed to Peace Trust, NGO

Awareness in the community is vital for achieving SDGs’ goals. The content of the SDGs’ goals can be easily understood by the community when regular broadcasts are made on these goals. Good Health and Well-being cannot be compromised.

Aldin Helen
Member of Pasumai’s management team
The Pasumai community radio is licensed to the Peace Trust, which thought of using radio as an effective communication tool to reach out to the vulnerable communities that it had been working with like migrants and child and bonded labourers, employed mainly in the textile sector. Peace Trust has a consultative status with UN ECOSOC since 2000 and has been working on promoting SDGs in the community. Pasumai has been participating in many state level sectoral initiatives as well as Niti Aayog’s missions on promoting SDGs. Believing in the need for the community to understand and participate fully, Pasumai has translated the material into Tamil and discussed it widely in the community, reaching out to schools, colleges, students, teachers, SHGs, and farmer groups.

In Dindigul district, the local health administration identified some key health areas like diabetes, hypertension, nutritional deficiency, TB, and HIV. Pasumai has aligned its health programmes for addressing these issues. These illnesses have negatively impacted the marginalized communities which have a poor perception of public health facilities and cannot afford the prohibitive costs of private healthcare. Ill-health results in wage and job losses and debt incurred for treatment by borrowing at high interest rates sometimes leading to loss of even the few assets that the people have. In this context, a commitment to ending diseases like TB and AIDS assumes importance not only for individual health but also for the lives and livelihoods of families. Unorganized workers, farm workers, home-based weavers, and textile industry workers and their families are the primary target for the programmes on health.

Pasumai runs a daily half-hour slot on general health as well as special thematic programmes covering tuberculosis, dental care, and non-communicable and lifestyle diseases like diabetes and hypertension. As with other
programmes, Pasumai builds a rights-based perspective and makes people aware of the various government schemes and provisions that they can avail of in its health programmes. *Maruthuva Ulagam* (World of Medicine) is a daily programme dedicated to health. Pasumai has also participated in various state and national sponsored programmes like Project Akshaya by REACH and *Poshan Abhiyan* addressing topics of women and child health and nutrition, integrated child development programmes, and those on maternal health and menstrual hygiene. In the listening area covering about 40 villages in Vedasundur taluka, which is a spinning mills hub, health issues especially of girls were also taken up rigorously and in an attempt at complete coverage, all the 12 schools, other NGOs, and Panchayat Raj Institutions across all 34 panchayats were sensitized and brought in as partners.
Eradication of TB was also taken up in an intense campaign mode. Villages Padiyur and Sirumalai in the coverage area had high incidence of TB, where most of those who were ill were textile and agriculture workers. Besides radio programmes, Pasumai also organized community meetings by bringing doctors to talk to them, clarifying doubts, and arranging a proper medical camp for home-based workers. Preventive care, food habits, importance of completing the full treatment for infected persons, and family care precautions were discussed threadbare, leading to a good understanding of the disease and its prevention and treatment through radio programmes and outreach. The activity resulted in other neighbouring villages reporting cases of TB more diligently and demanding similar outreach activities.

Pasumai sought and obtained cooperation from the government’s medical services, NGOs, SHGs, community groups, and employers (in the case of textile workers, the mill owners helped identify patients, invisible in the early stages and send them for proper care). Seeing the effectiveness of Pasumai’s efforts, the district health authorities also increased their participation. With sustained efforts and inputs from multiple stakeholders, Pasumai succeeded in addressing the issue. Its plan of action received widespread media coverage and appreciation. The programme is innovative because the way the radio station has aligned itself to public health goals, leveraged the various government missions and the local health administration to act on the gaps that existed has ensured sustainable action for the community.

Links & Social Media Handles

- https://tunein.com/radio/Pasumai-FM-904-s121495/
- http://radio.gjoy24.com/online/Pasumai_FM_904
- https://www.facebook.com/pasumaifm/
Planned Parenthood through Radio

SDG 3: Good Health and Well-being

Radio Pollikontho 99.2 MHz
Moulvibazar, Sylheti, Bangladesh
On Air 12 January 2012
Broadcast 12 hours
09:00-21:00
Languages Bengali and Sylheti (local dialect)
Staff Full time: 13 Part time: 3 Paid volunteers: 9
Licensed to Building Resources Across Communities (BRAC),
NGO

Radio Pollikontho (RPK) has been working in the area of health and family welfare through a programme of its parent organization BRAC, which is aligned to the Bangladesh Health, Population and Nutrition Sector Programme (HPNSP) for 2017-2022. The programme targets improved health for the country. This goal aligns directly with the SDGs. An important aspect of programme implementation for BRAC and Radio Pollikontho has been identifying vulnerable communities and strengthening their understanding of issues and improving the uptake of services offered. Working in close consultation with the Civil Surgeon’s Office and BRAC’s health workers, who address communication needs through door-to-door services, Radio Pollikontho has helped in identifying issues for its intervention through radio programmes.

An important aspect of the programme is promoting family planning and also approaching health in a holistic way by addressing related and allied social aspects of planned families and limiting and spacing children appropriately so that both the mother and child are healthy and safe. Working mainly with a group of about 400 poor and socially backward Robidash and Horijon communities in Moulvibazar, a special health programme
Community radio is the best tool for achieving SDGs’ goals because it reaches people at the grassroots level, in their language, giving importance to local issues, and ensuring their participation in addressing them. This can lead to achieving sustainable development goals.

Radio Pollikontho team

Swashtya (Protection) was launched. These communities are largely illiterate, where the young children are first-generation school goers. Poor awareness of birth control measures and options was a problem added to which was a hesitation to talk about or discuss these matters within the family or community or even with doctors. The first step that Radio Pollikontho took was holding a series of talks that the station calls ‘backyard meetings.’ The discussions included women, adolescent girls, and newlywed couples and spanned many issues including the necessity and benefits of small families. Various methods of contraception – short-term, mid-term, and permanent – were discussed with appropriate groups. Gender issues also came up in the discussions. These discussions fed into the talk show format that was adopted. Many listeners like Chanchal Bhasfar, who had three children was able to understand and appreciate the information and decided not to have any more children. Many others told the station that after interactions with the radio team and listening to the programmes, they became aware of the importance of small and healthy families and appreciated both the health and economic benefits of planned families. Radio Pollikontho also airs a series of PSAs that provide specific information on where to get counselling and advice and where and how to avail of the services.

The success of the programme’s approach is borne out by the Assistant Family Planning Office expressing satisfaction, who also backs this up with data regarding service uptake of different methods. Figures indicate use of different methods of contraception like the pill (39 per cent) injection (15 percent), condoms (6 per cent), a permanent method for male and female recipients (12 per cent), and long-term implant and IUDs (6 per cent). He also commended the way in which Radio Pollikontho was able to advocate long-term temporary method implants (3 to 5-year term) and IUD/Copper (10-year term) methods. Besides this, the programme also carries segments on pregnancy care, ante and post-natal check-ups, childcare, immunization, and even mental stress and depression. The community women have become more aware of their health and learnt to spot early warning signs of complications in a pregnancy and seeking quick and prompt care.

Susthto Jibon (Healthy Life), Su-Swasthya (Preventive Health), and Shonali Koishor (Adolescent Girls’ Health) deal with various as-
pects of reproductive health and have been extremely popular with listeners. The station now plans to expand its reach to cover another vulnerable segment, tea garden workers. The programmes in this thematic area also touch on SDG 5, Gender equality, putting women in charge of their sexual and reproductive health. Clear programme and target audience focus and complete alignment with national goals of development make these programmes impactful.

🔗 Links & Social Media Handles

🌐 http://www.brac.net/program/community-empowerment/community-radio/

📍 https://www.facebook.com/radiopollikontho/
Radio Outreach and Awareness Improves Community’s Well-being

SDG 3: Good Health and Well-being

Radio Amity 107.8 MHz
NOIDA, District Gautam Buddha Nagar, Uttar Pradesh
On Air 24 October 2013
Broadcast 24 hours
Languages Hindi
Staff Full time: 5
Licensed to Amity University, EDUCATIONAL

“My 2-year-old son suddenly lost all his teeth. I was consulting a babaji for jhaad-phhook (a local quack for a miracle cure) to protect him from the curse of bad omens. It is only through Radio Amity’s programmes that I decided to consult a proper doctor and learnt that it was a reaction to the medicine that we had been giving him. I now have proper guidance and treatment for my child.”

Shanbana
A listener
With rapidly increasing urbanization, Noida has seen an increase in health problems. Air pollution because of burgeoning traffic, a dwindling clean water supply, and an ever-growing migrant population in the construction and allied industries forced to set up temporary settlements, all add to deterioration of the residents' overall health. Radio Amity studied the environment and decided to focus on recurrent health issues like respiratory and lung diseases, water borne diseases, and stress and depression that are not easily identified or acknowledged. It collaborated with specialist institutions like the Institute of Liver and Biliary Sciences on Hepatitis and Liver Care. Radio Amity has also promoted registration for vaccinations and run an on-ground drive setting up a booth in the community on designated days.

Collaborating with the Richmond Fellowship Society, an NGO specializing in providing psycho-social rehabilitation to people suffering from mental illnesses and rehabilitating them with their families and society, Radio Amity has made a series of programmes on mental health. The programmes deal with truth and myths regarding mental illness, explain conditions of anxiety and depression, identify initial symptoms for recognizing behavioural changes in persons, and emphasize the kind of support that the family can provide. Above all, they also highlight the importance of seeking counselling and medical care. An important point driven home through the series is that mental illness is curable and not a curse or a taboo.

Radio Amity has done creative and innovative outreach activities for community engagement like redesigning common games like Tambola, Ludo, and Snakes and Ladders by mapping them to health goals, targets, threats, and dangers. Student volunteers were trained to conduct these games in the community which led to creating awareness...
Break all the barriers and speak out loud, speak out your thoughts, you mind, your soul, your dreams, and let the world know who you are - for a healthy life don’t hold in, the expressions come out and that’s the best way to make this society a better place to live in.

D. D. Vichitra
Health expert

in a participatory and fun way. The games are conducted in housing colonies, schools, and colleges and the young enthusiastic volunteers who executed them provided instant audience connect and visibility to Radio Amity.

Besides these, Radio Amity has also created content on general health, addressing topics related to non-communicable diseases like diabetes, thyroid malfunction, oral hygiene, liver care, and cancer care. A daily show on preventive healthcare called Raho Fit to Bano Hit (Stay Fit, be a Hit) is a hugely popular programme on yoga and healthy life choices. Radio Amity has also participated in the government initiative Poshan Mah, addressing motherhood and early childhood development goals and nutrition.

Radio Amity’s biggest strengths are its young student volunteers and the in-house subject expertise and ready access to other institutions that it is able to harness to provide meaningful and sustainable inputs to its programmes. The way Radio Amity has been able to pull these advantages together makes its efforts sustainable and replicable, especially by institutions which have such resources at hand.

🔗 Links & Social Media Handles

- [www.radioamity.com](http://www.radioamity.com)
- [https://www.facebook.com/radioamity107.8/](https://www.facebook.com/radioamity107.8/)
- [https://twitter.com/radio_amity?lang=en](https://twitter.com/radio_amity?lang=en)
- [https://www.youtube.com/channel/UCGvZCblw9baieYdfVyzZA](https://www.youtube.com/channel/UCGvZCblw9baieYdfVyzZA)
- [https://www.instagram.com/radioamity/?hl=en](https://www.instagram.com/radioamity/?hl=en)
Making Communities Self Reliant in Basic Healthcare

SDG 3: Good Health and Well-being

Radio Benziger 107.8 MHz
Kollam, Kerala
On Air 07 November 2010
Broadcast 17.5 hours
06:30-12:00
Languages Malayalam, Hindi, Tamil, and English
Staff Full time: 10  Paid volunteers: 60
Licensed to Bishop Benziger Hospital, EDUCATIONAL

Community radio acts as a unique platform for ensuring healthy lives and well-being of its participants irrespective of age, gender, or locality. It has the potential to empower people through lifelong learning and skill development leading to their economic growth

Anoopa K.R
Principal, Benziger College of Nursing
Radio Benziger is situated near the Arabian Sea on the western border of Kollam town and has the large Ashtamudi Lake on its eastern border. A large number of the community members are traditional fishermen who are underprivileged and often live in very unhygienic surroundings. The water-logged beaches are a breeding ground for communicable diseases. Every monsoon season brings epidemics. Private healthcare costs are forbidding and account for a lot of debt incurred by the community. Promotion of community health was identified as an urgent need of this community by Radio Benziger, licensed to the Bishop Benziger Charitable Hospital that serves the area.

Radio Benziger took the decision to start an open learning course on preventive health and training in first aid with the objective of educating participants in basic healthcare and equipping them with the requisite knowledge and skills for promoting healthcare in the community. The programme was called Swashraya (Self-reliant).

Given the prevalent discrimination, lack of employment opportunities, and lack of access to information, Radio Benziger followed a holistic approach to Good Health and Well-being and the programmes covered various inter-related goals on environment, health, and climate impacts. Involving the grassroots communities as key stakeholders and participants of the community broadcasting activities, Radio Benziger evolved with community members, who from being passive consumers of information have become knowledge producers and creators of programmes in the decade of its existence. Radio Benziger has also enabled the communities to organize around issues relevant to their lives and engage with policymakers to advocate for change. In Radio Benziger, the process of
decision making, and content development is democratic and follows a solutions-based approach in the design and delivery of the programmes.

Assessing the needs of the community through a survey undertaken by the staff and students of Benziger College of Nursing, two community health centres were opened in the coastal belt as part of the Swashraya project, which also double up as learning centres for practical training. Registered learners participate actively to learn about preventive health and training in first aid. The course comprised 73 radio lessons and 10 contact classes.

Nearly 200 learners registered voluntarily for the programme. Content was also developed in consultation with the College of Nursing. The contact classes were popular because of the excitement of learning new skills like reading the blood pressure, temperature, pulse, dressing a wound, urine test, and blood sugar test. As with Radio Benziger’s other learning programmes, a large number of listeners participated in the programmes through phone-ins. A combination of contact classes with hands-on learning of skills along with radio lessons led to the success of this programme. Community meetings were also held. A handbook was printed as reference material to be distributed free of cost.

Besides the hospital and the College of Nursing, the Quilon Social Service Society, the fishermen community development project, and Theeradesa Mahila Samajam were also involved in conducting the classes. The National Health Mission (NHM) also supported the project. Public engagement was a critical aspect of this project. In fact, NHM’s local chapter follows the programme keenly and has come forward to support future programmes with finance as well as content support. NHM is also documenting the project. District authorities are regularly inviting Radio Benziger for all planning sessions, especially in healthcare.

The Health Department and administration’s continued interest in Radio Benziger’s health initiatives and the parent institution’s network
of health services sustain the programme. The programme Swashraya as a course runs for six months but there is continued interest to repeat the entire course as well as running it as a radio programme. Initially the programme did not receive the expected response but fared better in its repeat run. The hospital’s tracking shows instances of some diseases like dengue fever coming down, demonstrating that sustained efforts can improve community health.

This programme was the result of the cooperation of many people and was carried out with intense planning and studying. The use of community radio for open learning for the underprivileged is definitely a worthwhile experiment with a potential for replication in other CRS, especially those in educational institutions who have several accessible resources not only on health but other SDGs as well.
Bringing Health Information to Communities’ Homes through Radio

SDG 3: Good Health and Well-being

Radio Bundelkhand 90.4 MHz
Taragram, Orchha, Nivadi District, Madhya Pradesh
On Air 23 October 2008
Broadcast 11 hours
07:00-18:00
Languages Bundeli and Hindi
Staff Full time: 4  Paid volunteers: 2
Licensed to Development Alternatives, NGO

Bundelkhand is a drought prone region subject to the vagaries of the weather which often bring a slew of seasonal illnesses and health setbacks. Radio Bundelkhand addresses these important issues by creating awareness about preventive care and appropriate precautions. Radio Bundelkhand has been working on good health and wellness since 2010 through its series Doctor Ki Salah (Doctor’s Advice) which connects listeners to doctors through phone-ins and RJs. Preventive health and good hygiene, especially for young children were added to the programmes when Radio Bundelkhand became a part of Gali Gali Sim Sim (the Indian version of Sesame Street Radio, supported by Sesame Workshop India). Programmes on the importance of washing hands, brushing teeth, bathing, and general cleanliness were made with the help of the PHC’s doctors. A new group of listeners was added to the health segment with another programme Amma Ke Chauke Se (From the Mother’s kitchen) in which women talked about their cooking methods and the nutritive value of their daily diets. The programme made mostly by women reporters became hugely popular.

Women have been a strong presence in the radio station both as radio reporters and in the content management committee. Thus, gender discrimination often reflected in uneven
Radio Bundelkhand has transformed my life for the better. It has inspired me to become self-aware and more responsible towards my health and future plans. I keep telling my friends and neighbours to listen to the programmes on Radio Bundelkhand. A country and the community can only develop when there is shared learning and mutual responsibility.

Prema Rai
Listener Jijaura, Niwari, MP
uptake of health services also informs the health programmes that Radio Bundelkhand airs. Health programmes counsel listeners against the prevalent tradition of very early marriages among girls by highlighting its various ill-effects, both physical and mental on young boys and girls. Radio Bundelkhand ran a campaign on this called *Bachpan Express*, where the technical inputs, were provided by UNICEF and the content was localized by the station. Indrakumari, a 30-year-old woman listener of Radio Bundelkhand who works on a farm besides taking care of her household chores. Like most women, she too neglected her health and developed a cyst in her breast that she was reluctant to talk about with her family. One day, listening to Radio Bundelkhand she became aware of the seriousness of her problem and realized that if she did not attend to it, it might become a major cause for concern. She called a radio reporter who connected her to a doctor who advised a hospital visit and gradually it got cured. Indrakumari thanks Radio Bundelkhand for broadcasting such programmes and is eager to reach out to women who do not have access to the radio yet.

Over the years, Radio Bundelkhand has become an important and primary source of health information for its listeners. During the recent COVID-19 pandemic, the station launched a Mission Corona awareness series. District officials were connected through live phone-ins and they provided the community relevant information on preventive measures. Gyan Singh, a worker who returned home from Delhi during the lockdown credits the radio station for his understanding of the virus and the importance of self-quarantine. Its popular daily live call-in programme, *Batein Hamari Tumari* (Let us Chat) that covers a wide range of issues is uppermost on its listeners’ minds. This played a key role in disseminating information during the pandemic, giving people important information about food supply, migrant labourers’ safety, and other pandemic related information like a one-stop information point. The trust that the community places in the radio for timely and useful information makes Radio Bundelkhand an important part of their lives.

**Links & Social Media Handles**

- [https://www.devalt.org/newsletter/nov09/lead.htm](https://www.devalt.org/newsletter/nov09/lead.htm)
- [https://www.facebook.com/radiobundelkhand/](https://www.facebook.com/radiobundelkhand/)
- [https://twitter.com/DAperspectives/status/1227826363949694976](https://twitter.com/DAperspectives/status/1227826363949694976)
- [https://www.youtube.com/watch?v=3EL5Lyb5USs](https://www.youtube.com/watch?v=3EL5Lyb5USs)
Radio Centre stages Road Safety for Well-being

SDG 3: Good Health and Well-being

Radio Hirakhand 90.8 Mhz
Sakhipara, District Sambalpur, Odisha
On Air 01 July 2018
Broadcast 15 hours
07:00-22:00
Languages Sambalpuri, Odia, and Hindi
Staff Full time: 5  Part time: 2  Paid volunteers: 5
Licensed to Suprativa, NGO

A majority of Radio Hirakhand’s listeners are tribal people mainly engaged as daily wage labourers, domestic helpers, street vendors, and agricultural labourers. Literacy levels are low, and people live in poverty and are often unable to meet even their basic needs like food, clothing, and shelter.

Radio Hirakhand is in Sambalpur district which is at the intersection of National Highways 6 and 42, coming from the cities of Kolkata and Cuttack. The road is mainly used by Hirakhand community members as pedestrians or cyclists, making them extra vulnerable to road accidents. In 2017, Sambalpur district had over 570 road accidents, 240 of which were fatal and over 650 injuries. There is lack of awareness about how to avail of emergency medical facilities. Even though there are some government provisions like ‘free cashless treatment,’ free ambulance services, and the recently enacted Good Samaritan law in 2016 to provide legal protection to bystanders who come to the aid and rescue of victims of road accidents, these are rarely availed of due to lack of information.

A combination of mixed traffic, poor road conditions, overcrowding of vehicles due to poor transport facilities, speeding, drunken
driving, non-use of helmets, and an overall lack of awareness as well as proper enforcement of traffic laws expose the road users, especially vulnerable groups to constant dangers.

Radio Hirakhand decided to address road safety issues with its community, which cuts across SDGs 3.6 and 11.2 which seek to reduce deaths and injuries due to road accidents and improving road safety.

Drawing on secondary data available from the Ministry of Transport and Highways and the Police Department, Radio Hirakhand made a status report for the district. Trained volunteers collected information from cyclists, pedestrians, and motorbike riders in a survey mode and augmented it with qualitative data collected through community meetings, focus group discussions, and in-depth interviews with road users and victims’ families. Radio Hirakhand made an action plan for addressing the issues through its programmes. This was submitted to the Ministry of Road Transport and Highways, Government of India for financial and informational support following which the ministry commissioned a programme of 45 episodes and thus was created one of Radio Hirakhand’s popular series Sadak Surakhya Jiban Rakhyo (Safe Roads Save Lives).

The series addressed issues like basic concepts and principles of first aid for helping road accident victims including artificial respiration. Other important topics like the role of a bystander and Good Samaritan at the time of an accident, role of hospital authorities in dealing with accident cases, national highways accident relief service schemes, and safe transportation of road accident victims were also dealt in the programme.

Radio Hirakhand set up linkages with a host of local partner agencies to draw information support like Veer Surendra Sai Institute of Medical Sciences and Research, Burla and several Sambalpur district offices like the Chief District Medical and Public Health, Regional Transport, and Superintendent of Police. NGOs like SWAICHHA, UTSARGA, and SARC working on health and road safety also sent their panel doctors and paramedical staff to participate in the programmes. National Social Services’ volunteers of the Netaji Subhash Chandra Bose College were also associated with the programme in outreach activities like data collection and promoting a Road Safety Week.

One of the programme’s series, Jete Rasta Sete Katha (Where There is a Road, There is a Story) was done with community participation, where people came forward to share their personal stories of road trauma and experiences of accessing medical facilities which helped immensely both in creating awareness as well as building empathy for road accident victims.
To increase awareness, the programmes were narrowcast in schools, colleges, and youth clubs to initiate dialogue around safe road use issues. These sessions also helped improve the quality, content, and focus of the programmes. A mix of formats, expert talk, experience sharing, straight information, music, and drama were used, and the live phone-in component gave listeners an opportunity to interact with different officials.

The impact of the programmes was seen at multiple levels—with doctors, paramedics, and ambulance drivers and the police reporting increased use of the Helpline after it was announced on the radio, a somewhat greater number of Good Samaritans coming forward to help victims, and increased awareness about road safety as well as the magnitude of the problem. Spot data collected during the National Road Safety Week with the help of NSS volunteers testified to the popularity of the series.

The District Magistrate of Sambalpur commended and promoted the series by urging people to listen to it, help accident victims and provide first aid and help within the ‘Golden Hour’- the first few moments after an accident. The mainstream media also recognized and appreciated Radio Hirakhand’s efforts further amplifying their reach. Radio Hirakhand is in talks with the International Road Federation, Indian Alliance of NGOs for Road Safety, the Indian Head Injury Foundation, and Lifeline Foundation for technical and financial support.

The programme series stands out for its comprehensive understanding of the problem and systematic execution right from the identification of the issue to getting resource support from the government and engaging with other partner agencies and the community, as well as its efforts to sustain the programme in the future beyond its current sponsorship.

Social Media Handles

- [https://www.facebook.com/RadioHirakhand](https://www.facebook.com/RadioHirakhand)
- [https://twitter.com/RadioHirakhand](https://twitter.com/RadioHirakhand)
- [https://soundcloud.com/user-117971038/sadak-surakhya-jiban-rakhya-odia](https://soundcloud.com/user-117971038/sadak-surakhya-jiban-rakhya-odia)

Awards

- Sambalpuri Bhasa Sanskruti Award
  Agency: Sambalpuri Bhasa Sanskruti Parisad, Sambalpur, 2020, Programme Category: Promotion of Sambalpuri language and culture
- ABCD Award
  by ABCD Charitable Trust, Sambalpur, 2020, Programme Category: Promotion of education
Community Support Networks forged by Radio

| SDG 3: Good Health and Well-being |

| Radio Madhuban 90.4 MHz |
| Abu Road, Rajasthan |
| On Air 18 January 2011 |
| Broadcast 24 hours |
| Languages Hindi, Marwari, Adivasi, Gujarati, and English |
| Staff Full time: 8 Part time: 25 |
| Licensed to Brahma Kumaris, NGO |

I have been listening to this programme for over five years now and have greatly benefitted from it. I own a roadside dhaba (food stall) on Abu Road. I note down all the tips shared in the show and share them with my customers, friends, and family. I have also changed my cooking style, menu, and practices at my dhaba based on information given in the programme that has helped boost my profits.

Rajendra Aggarwal
Food Stall Owner and Listener
Nestled in the hilly tract of the Aravalli mountain range on Abu Road, Radio Madhuban caters to about 1 lakh listeners scattered across 120 tribal villages. Licensed to Brahma Kumaris, a spiritual organization lead by women, the radio station places emphasis on value based education. In keeping with the principles of the parent organization, Radio Madhuban is managed by the staff entirely on a voluntary basis. In a given month, about 25-30 community volunteers also participate in all its activities.

Literacy levels are low in the communities mostly engaged in farm labour or other forms of physical daily wage labour. Health services and other public amenities are not easily accessible and substance abuse and gender discrimination are high. Often consulting a doctor is avoided as it entails travelling to the city and losing a day’s wages besides spending on transportation and doctor’s fees. Health awareness is low and myths and superstitions abound about women’s health issues and about mental health abound in the communities.

Hence, health and hygiene form an important intervention for Radio Madhuban which has a number of programmes like Apka Swasth Apke Haath (Your Health in Your Hands) Sehaj Swasth (Simple Health Tips), Poshan Mera Adhikar (Nutrition is my Right), and Swasth Mann (a Healthy Mind). Together the programmes use a variety of formats from recorded talks to live shows where listeners can call in for medical advice. These interactive programmes are very popular as doctors try to understand the problems and suggest a basic remedy, caution them about symptoms to watch out for, and encourage callers to report back with progress. Doctors from the local Primary Health Centre (PHC) or retired Army doctors participate regularly in
these consultations. Serious cases get referrals, but listener satisfaction is high with these programmes, Radio Madhuban notes. *Sehaj Swasth* deals with preventive medicine, promotes healthy life choices, and also alternate medicine like Ayurveda. Issues of malnutrition, nutritive values of different traditional foods, and recipes are shared and this segment has huge listener participation. Suresh, a migrant labourer, who lives alone and is solely dependent on buying food has been motivated to cook for himself after listening to the tips and recipes on the show.

Hygiene, being an inseparable part of health, also receives good coverage on Radio Madhuban. Simple but necessary habits like washing hands and safe food handling are stressed in the shows. Outreach activities and narrowcasting supplement the station’s efforts. As community volunteers came to work at Radio Madhuban, the health programmes have forged and strengthened a community network that comes together to help each other. Most programmes have repeat callers attesting to their connection with the radio. The parent institution’s own standing as a philanthropic organization adds to Radio Madhuban’s credibility. The station emphasizes training and is networked with other community radio stations to learn and share good practices.

**Links & Social Media Handles**

- [http://radiomadhuban.in/](http://radiomadhuban.in/)
- [https://onlineradiofm.in/stations/madhuban](https://onlineradiofm.in/stations/madhuban)
- [https://twitter.com/fmradiomadhuban?lang=en](https://twitter.com/fmradiomadhuban?lang=en)

**Awards**

**Manthan Award**
Providing health Services through Digital Platform, Digital Empowerment Foundation, 2015
Helping People Help Themselves – Building Awareness and Action Around Health

SDG 3: Good Health and Well-being

Radio Mewat 90.4MHz
Nuh, Nuh District, Haryana
On Air 01 September 2010
Broadcast 12 hours
08:00-13:00 and 15:00-22:00
Languages Hindi and Mewati
Staff Full time: 7  Paid volunteers: 4
Licensed to SMART, NGO
Located in Nuh which is regarded as one of the most backward districts in the region, Radio Mewat has identified health as one of the biggest lacunae in the growth history of Mewat and has a comprehensive range of programmes and on-ground interventions addressing multiple health issues. The content is driven by community demand, participation in state and central government health drives, and the huge database of local health status that the station has built by undertaking surveys from time to time in its coverage area. Soon after its launch 10 years ago, Radio Mewat got a year-long project from the National Rural Health Mission for a Knowledge, Attitude, and Practice (KAP) survey. In 2016, it got a project from the Department of Science and Technology titled ‘Science for Women’s Health and Nutrition (SFWHN)’ to produce 365 episodes which entailed a survey of 1,000 women in the coverage area. Subsequently, in partnership with Global Health Advocates for a location-action driven project on people’s role in health and sanitation another survey was also done.

Most recently, in 2017-2018 Radio Mewat worked with the local administration on the Indradhanush Campaign popularizing institutional deliveries, reducing maternal and infant mortality, immunization, and maternal and childcare. Participation in the central government’s Poshan Mah and the Revised National Tuberculosis Control Programme (RNTCP) are among many other initiatives that the station has been a part of. As a strategy, once a sponsored thematic programme is completed, rather than discontinuing the programme, Radio Mewat uses the survey database and the connect with experts and community engagement to keep making programmes maintaining continuity and community engagement through its health programme repertoire.

Two of Radio Mewat’s most popular series are Apno Swasthya Apne Haath (Our Health in Our Hands) and Hello Saheli (Hello Friend-Female). Both programmes are in a magazine format with expert bytes and a live interaction component. Together, the programmes receive over 650 calls a year. In a tradition-bound society there are a lot of myths and superstitions, some involving risky behaviour like feeding water and honey to newborn babies, pregnancy diet related misconceptions, and using ash as a disinfectant. Women’s participation in public life also tends to be low in the patriarchal community, so Radio Mewat reaches out to groups of women through narrowcasting. The responses, queries, and questions asked feed back into its programmes. Through its sustained efforts, Radio Mewat has overcome these barriers to some extent. Women continue to be their primary listener group and many misconceptions about diet have also been debunked through the programmes and interactions. For five years, the parent NGO SMART ran women support groups called ‘mothers groups’ where a lot of issues related to women which were not just limited to health but also including gender roles and discrimination and rights based
If we study the SDG toolkit properly and understand all the goals and their targets, we can keep producing programmes relevant to the community by making them partners in their own sustainable development for the next 10 years.

Radio Mewat content team

perspectives were discussed. These mothers’ groups been integrated by Radio Mewat and converted into listening groups and presently 30 such groups run in 30 panchayats.

Working closely with the district health machinery be it PHCs or the civil hospital, ASHAs or anganwadi workers, the station has gained credibility and acceptance among both the community and the civic administration and they have come to regard Radio Mewat as a ‘go to’ place for promoting and receiving health advice and guidance. Connectivity and internet access are challenges in the community, but Radio Mewat does have a strong internet presence with Facebook that reaches out to the youth and the community beyond.

Radio Mewat’s strength lies in its ability to collate and consolidate resources and build content and expert databases to tap into, train, and employ community reporters in the station and follow up with outreach and support groups’ activities making its interventions community-centric and sustainable.

Awards

National Award for Community Radio
Ministry of Information and Broadcasting, GoI, 2012, Sustainability

National Award for Community Radio
Ministry of Information and Broadcasting, GoI, 2013, Best Programme

Skoch Order of Merit for Financial Inclusion
2015

LIMCA Book of records for receiving the highest number of calls on Radio Based Consumer Helpline
2015

District Award for spreading Awareness
2019

COVID-19 Warrior Award
by Deputy Commissioner, 2020

Individual Recognitions for Archana Kapoor
Founder, SMART for her work in Radio Mewat

Vodafone Women of Wonder
for her work in Mewat, 2015

DEVI Award by New Indian Express
for work in Mewat through the radio, 2016

Featured in The Phenomenal SHE
‘Acknowledging 100 Women
a publication by Indian National Bar Association

Links & Social Media Handles

https://www.facebook.com/radiomewat90.4/

https://twitter.com/radiomewat

https://www.instagram.com/radiomewat/


https://manch.net.in/adda/get_user_profile_page/114

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Links & Social Media Handles

https://www.facebook.com/radiomewat90.4/

https://twitter.com/radiomewat

https://www.instagram.com/radiomewat/


https://manch.net.in/adda/get_user_profile_page/114
### Ensuring Good Health Practices in the Food Industry through Radio

#### SDG 3: Good Health and Well-being

<table>
<thead>
<tr>
<th>Radio Nagar Aawaj Tumcha 90.4 MHz</th>
<th>Ahmednagar, Maharashtra</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>26 November 2010</td>
</tr>
<tr>
<td>Broadcast</td>
<td>15 hours</td>
</tr>
<tr>
<td></td>
<td>06:00-21:00</td>
</tr>
<tr>
<td>Languages</td>
<td>Marathi and Hindi</td>
</tr>
<tr>
<td>Staff</td>
<td>Full time: 8</td>
</tr>
<tr>
<td>Licensed to</td>
<td>Snehalaya, NGO</td>
</tr>
</tbody>
</table>

Radio Nagar’s programmes and street plays at major food outlets, chapatis, eateries, food trucks, and public places in Ahmednagar not only educate food vendors but the common people as well. After the street plays, there was a surge among food vendors to get certified by Hygiene First, and almost two dozen new food vendors did get certified because of the programme.

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Vaishali Gandhi  
Founder Hygiene First, Ahmednagar, partner NGO
Radio Nagar caters to a population of nearly 400,000 living in a radius of around 25 km around the station, covering both rural and urban people with a mix of occupations. The station’s signature programme, *Nagari Misal* (a flavourful spicy local dish made with many ingredients) aptly sums up the eclectic mix of content, listeners, and their varying demands from the radio. Radio Nagar is licensed to Snehalaya, an NGO set up three decades ago to work with sex workers and their children to help them live their lives with dignity. Health has thus been an important intervention area for the NGO, starting with HIV/AIDS. The mandate has expanded over the years to cover many other areas and Radio Nagar plays a pivotal role in expanding the reach and uptake of all health services.

One intervention that stands out is Radio Nagar’s innovative public health series in collaboration with Hygiene First (HF), an NGO that works with hygiene in food handling, ‘From Hawkers to Hotels.’ HF has guidelines for all stages of food handling - procurement, storage, processing, serving, and waste disposal - and provides training and certification services. A sizeable part of its work is creating awareness among consumers to demand and get safe food. Food contamination leads to many lethal and communicable diseases and Radio Nagar has created a special programme that imbibes the concept ‘you are what you eat’ for promoting healthy and hygienic food consciousness. The synergy that it has built between HF’s interventions, its own outreach activities, and interactive radio programming involving food providers and consumers is what sets the series apart. Radio Nagar performed a set of 12 street plays or skits at major food outlets like street food vendors, food trucks, and eateries. Adopting a popular local folk format of a preacher
(Mavshi - ‘tamasha’ folk art), who raises major issues with wit and satire and ends by providing tips and solutions, the plays drew large crowds at every venue.

The radio’s team speaks of the fun element that active engagement with its audiences – both providers and consumers – provided. Bytes were recorded on site before and after the performance which gave on the spot feedback and indicated changed levels of awareness and perceptions about food safety. These were incorporated in the programmes. The scripts were done in collaboration with the HF team on all aspects of food handling, serving, and consuming. The series formed a part of a larger programme called ‘Connecting People.’ During Pandemic, use of napkins, gloves, masks, caps, and attention to detail in public hygiene cannot be over emphasized and it naturally touches a cord with the listeners at once.

Besides this series, building on the work of Snehalaya, Radio Nagar has forged a close partnership with the Indian Medical Association (IMA) that helps it cover many topics like communicable and non-communicable diseases including alternative paths and holistic medicine as well as working with persons with disabilities, especially children. Some of its popular programme series include interactions with paediatricians about providing good home care to children with physical disabilities, treatment advice, and an oncologist centred programmes on cancer care which is a comprehensive series on both social and medical aspects like busting myths about
cancer and encouraging positive thoughts in both patients and caregivers. On an average, each week has six hours of health programmes, some with phone-in interactions. In the recent COVID-19 pandemic, the station has also done a special series working with the District Hospital’s COVID-19 warriors, the District Collector, and pathologists providing correct information, creating proper awareness, dispelling falsehoods, and containing panic by encouraging correct health and hygiene practices.

The station director, who attended one of UNESCO SMART’s trainings, feels that the SDG toolkit provided him and the team with a method of working that is systematic and goal oriented and opened their imagination to engaging with the community creatively. Radio Nagar is media savvy and has amplified its outreach activities through podcasts, Facebook live, Instagram posts, and also used WhatsApp to create teasers about upcoming programmes.

Links & Social Media Handles

https://onlineradiofm.in/maharashtra/ahmednagar/nagar
https://www.snehalaya.org/radio-nagar

https://www.facebook.com/RadioNagar90.4FM/about/

https://twitter.com/radionagar904fm?lang=en
Building Networks for Improving Healthcare Service Delivery

SDG 3: Good Health and Well-being

Radio Sagor Giri 99.2 MHz
Sitakunda, Chattogram District, Bangladesh
On Air 23 November 2011
Broadcast 5 hours
15:00-20:00
Languages Bengali and local dialects
Staff Full time: 2  Part time: 3  Paid volunteers: 20
Licensed to Young Power in Social Action (YPSA), NGO

Radio Sagor Giri is playing an important role in building health consciousness among the people of Sitakunda. Health bulletins and vaccination schedules regularly broadcast by the radio are reaching people in remote areas, especially the ethnic group Tripura. More people are using the services and coming to the hospital because of the radio’s campaigns.

Nur Uddin
Upzila Health and Family Planning Officer
Radio Sagor Giri is situated between the Bay of Bengal and Chandranath Hills in Sitakunda and licensed to Young Power in Social Action (YPSA), an NGO set up in 1985 by a group of socially conscious young people. Drawing from YPSA’s experience in the development sector and armed with training inputs from the National Institute of Mass Communication and BNNRC, Radio Sagor Giri has been creating content for all the 17 SDGs. The station is also part of the coastal CRS network doing commendable work during cyclones and related disasters that have hit Bangladesh in recent years.

According to a listenership survey done by YPSA, Radio Sagor Giri has about 150,000 listeners living in a radius of 25 km, spanning a wide range of occupations like farming, fishing, boat operators, ship breaking workers, traders, students, and many more. Like other community radio stations, for Sagor Giri too health is an area that provides an immediate connect with listeners. One of its popular programme series is Hello Bondhu Okkol (Listen Friend) in a magazine format, aired once a week, with a repeat broadcast on the following day. The series recently completed 100 episodes and is going strong.

Besides engaging content, what makes the programme popular is that it is in the local dialect Chittagonian that makes it immediately accessible to listeners across age groups, locations, and occupations. The programme features an information segment where doctors, nutritionists, government health officials, and other thematic experts provide detailed subject information. It also features a vox-pop segment where listeners give their feedback
about previous programmes. Often those who have spoken on the radio encourage their family, friends, and neighbours to hear the programme making this segment very diverse and lively. They also call in with special requests and content suggestions. Sourav, a listener requested that the Emergency number of the local hospital be shared on the radio. This led to a programme with the Upzila (Administrative Block) Health and Family Planning Officer, who also provided reliable information about all the free health services provided by the government hospital. Similarly, a demand for information about tuberculosis led to a complete mini-series on the disease, its symptoms, and treatment. Thus, listener requests inform the programme’s themes continuously.

Tripura Para, a remote hilly district was deprived of access to government health services. It was covered by Radio Sagor Giri focusing on the plight of the people living there. This put them on the healthcare service map and initiated home visits by health officials. The station managed to bridge an important service gap and built accountability in the health delivery system. The programmes are
produced with support from the Johns Hopkins University and USAID.

Sukhi Songsar (Happy Family) which focuses on preventive health, hygiene, and nutrition is another popular segment. COVID-19 Kotha has been another timely and hugely heard segment that has provided much needed reliable information during the pandemic. Local folk music and drama formats are used for delivering the information more appealingly.

The Bangladesh Community Radio Policy stipulates use of radio by the local administration, a provision that Radio Sagor Giri has fully used by working in close collaboration with doctors, teachers, local government officials, and development activists. Because of the constant need and uptake of health-related information, the station takes a long-term perspective and incorporates it into its programme design and delivery. The radio has a good online presence and records several hits and downloads of its content that have also won it several accolades and awards.

Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Year</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Radio Hackathon Award</td>
<td>2017</td>
<td>USAID</td>
</tr>
<tr>
<td>100 Journalist Award</td>
<td>2015</td>
<td>Notun Dhara (The New Nation - Newspaper)</td>
</tr>
<tr>
<td>Girl Power Award</td>
<td>2014</td>
<td>Plan International and BNNRC</td>
</tr>
</tbody>
</table>

Links & Social Media Handles

- [https://www.facebook.com/SagorGiriFm992/videos/687556611757788](https://www.facebook.com/SagorGiriFm992/videos/687556611757788)
- [https://www.facebook.com/SagorGiriFm992/about/](https://www.facebook.com/SagorGiriFm992/about/)
- [https://www.youtube.com/channel/UCeVkSP5Eaq7cIgNfIH_Nyg?view_as=subscriber](https://www.youtube.com/channel/UCeVkSP5Eaq7cIgNfIH_Nyg?view_as=subscriber)
Any Time Health - Making Health Services Accessible to the Community

SDG 3: Good Health and Well-being

Radio Salaam Namaste 90.4 MHz
NOIDA, Uttar Pradesh

On Air 15 January 2009
Broadcast 8 hours
10:00-18:00

Languages Hindi, English, and Bengali
Staff Full time: 5 Part time: 3 Paid volunteers: 3
Licensed to Institute of Management Studies, EDUCATIONAL

Any Time Health-the ATH Card is a novel concept mooted by Salaam Namaste that connects the community with good health. The card, issued by Salaam Namaste entitles registered listeners to free consultations with select doctors and clinics who contribute to the selected programmes. These listeners are generally from BPL families and they also get phone alerts about all the health events in the area.

Across the board, Salaam Namaste’s programmes meet a real community need. The station has a number of programmes in this area, Salaam Sehat, being the most popular. The thrice a week show discusses a variety of topics in different formats including phone-in programmes, that not only address callers’ queries but also come up with more ideas and topics for future programmes ensuring that not only are the listeners’ immediate queries answered, but more detailed information is provided in future programmes as well. TB ki Pathshala (TB’s Classes) is another programmes series that underscores the importance of continued treatment. Salaam Namaste was part of the month-long government initiative, Poshan Mah, an intensive countrywide awareness drive on holistic nutrition in September 2019. This was where Salaam Namaste learnt about SDGs in detail. Salaam Namaste has since then incorporated this as a regular feature titled Sahi Poshan Desh Rohan. Linkages with the District...
Education and good health can bring about harmony in society and equality among men and women. Salaam Namaste brings us good programmes on both.

Mala Bhandari
Community Member
Programme Officer, schools, resident welfare associations, and local NGOs forged during the programme continue. A group of volunteers, called Sehat Mandali, help narrowcast its programmes, reaching out to new listeners. Other initiatives like Salaam Shakti promote women’s entrepreneurship by offering free on-air promos for work done by women and offering a free space to market their produce during outreach activities. Programmes like this one also feed into the health programmes as the women participating in these initiatives also contribute to the health segment.

Salaam Namaste works in the area of creating health awareness by drawing on a large number of partners and stakeholders. Volunteers associated with Salaam Namaste visit residential societies and housing blocks, especially village schools and organize participatory events like poster drawings and quiz competitions. These events are covered on the radio, and the prize winners are announced giving a boost to the participants. Another health promoting event Walkathon is organized in partnership with NGOs. All designated special days advocating behavioural change like Hand Wash Day (October 15), Water Day (March 21), and Food Day (October 16) are observed with outreach programmes as well as special live phone-in programmes increasing both awareness and community engagement. The station also holds community events on non-com-
municable diseases like diabetes, hypertension, dental health, and Mother’s Day and Children’s Day programmes for expectant and new mothers and babies. These events create a buzz in the community as well as on social media and also give Salaam Namaste visibility.

Working in the growth city of NOIDA, Salaam Namaste has been able to draw and hold the attention of urban residents through events and campaigns, giving health issues high visibility. The symbiotic relationships that Salaam Namaste has forged between health providers, health delivery personnel, and the community make its health programmes relevant and sustainable.

Links

http://msnoida.com/ims-salaam-namaste/

Social Media Handles

https://www.facebook.com/salaam.namaste.cr/
https://www.instagram.com/salaamnamaste/?hl=en
Edutainment Triggers Behavioural Change in Community

| SARATHI JHALAK 90.4 MHz | Hoskote Taluka, Bengaluru Rural, Karnataka
|------------------------|--------------------------------------------------|
| On Air | 22 August 2012
| Broadcast | 10.30 hours in three slots 07:00-09:30, 11:00-14:00, and 18:00-22:00
| Languages | Kannada
| Staff | Full time: 2  Part time: 1  Paid volunteers: 2-7 (interns unpaid students)
| Licensed to | Sarathi–A Resource Centre for Communications, NGO

In the last eight years, consistent engagement with the community, taking an edutainment approach, and successfully involving girls and women has meant that we have managed to touch their lives and groom them as change makers in our society. Social change is a slow but a steady process and women reporters from our community today are confident researching, writing, and participating with experts on various health and women’s issues.

Nagamani
Management committee member
Sarathi Jhalak has been operating since 2012 covering issues related to women’s health and nutrition, women’s rights, and discrimination issues besides focusing on water and sanitation as its thrust areas for sustainable development. SDGs 3 and 5 are, therefore, closely interwoven in its programming. Sarathi Jhalak’s primary listenership is in its immediate coverage area of 63 villages and its signal reaches nearly 250 villages, housing 10 lakh people. Calls from far off areas, bear testimony to the reach and popularity of the programmes.

Manassina Matu (Heart-to-Heart) is one of the most popular youth programmes aired each evening where listeners discuss their feelings, questions about life, matters of the heart, and even mental health concerns which is facilitated by an RJ. Savi Nenapu is another programme known for its interesting quiz format which provides information related to agriculture. The studio welcomes listeners, who walk in freely to share or contribute to what they have been hearing on radio. A diverse listener group, comprising in anganwadi workers, self-help groups, farmers, students, teachers, and doctors has found something of interest to say or listen to on the radio.

After receiving initial support of Rupees 10 lakh from the Government of Karnataka to set up the radio, Sarathi Jhalak has run on community support. It has faced financial constraints several times and once it also went off air briefly. With the community jamming the station’s phone line demanding restoration of services, this extremely popular station managed to crowd source funds for operational costs. In a short time thereafter, the
station was able to generate small support through Information, Education and Communication (IEC) budgets of various government schemes and thus established its credibility.

Its parent organization, Sarathi has done a number of multi-media IEC projects for government schemes and has gained a reputation as a leading Kannada language development communication medium. The SDGs training workshop helped it build on its work on the earlier Millennium Development Goals with state agencies and get wider recognition. Sarathi has demonstrated its leadership abilities by getting the Karnataka government’s Rural Development and Panchayati Raj to empanel several CR stations as its media outreach agencies.

Reaching out to local schools and institutions since its inception and involving these institutions in gender related issues, in particular adolescents’ health and hygiene has been a tested and successful strategy employed by Sarathi Jhalak. Using theatre as a communication medium, it was able to touch upon sensitive topics in both field activities and radio episodes. Adapting serious topics loaded
with facts and information to folk songs and short skits and enacting these as street plays in five schools over six months, Sarathi Jhalak reached nearly 2,000 families which got it attention and support from the local administration. Programmes on the mid-day meal scheme, Pradhan Mantri Matri Vandana Yojana (PMMVY), and other government schemes covered on the radio helped community members avail of their entitlements.

In March 2020, the station launched a series covering medical, psycho-sociological, and financial impacts of the COVID-19 pandemic with support from UNICEF covering issues like well-being, stress management, Schizotypal personality disorder (STPD), and depression. Regular participation of gram panchayats ensured that government guidelines were also followed at the ground level.

**Links**

https://www.thebetterindia.com/39857/sarathi-jhalak-community-radio-station/


https://milaap.org/fundraisers/savesarathijhalak

**Social Media Handles**

HTTPS://www.facebook.com/SarathiJhalak90.4FM/

HTTPS://www.youtube.com/watch?v=SVT4sJoOjwY
Leveraging Institutional Expertise for addressing Health Issues

SDG 3: Good Health and Well-being

Radio Suno Sharda 90.8 MHz
Gautam Buddha Nagar, Uttar Pradesh
On Air 16 December 2015
Broadcast 12 hours
07:00-20:00
Languages Hindi and English
Staff Full time: 2   Paid volunteers: 3
Licensed to Sharda University, EDUCATIONAL
Community radio is very different from commercial radio and being free from commercial pressures, it can play a major role in the larger welfare of the people of Greater Noida.

Professor Ritu Sood
Member Suno Sharda advisory board

Health is an area where Suno Sharda is well placed as it has expertise readily available in the multidisciplinary Sharda University campus. Sharda University runs schools of medical sciences and research, dental sciences, and applied health science, besides Sharda Hospital that in recent times has also become part of the state and central Ayushman Bharat Scheme, providing comprehensive COVID-19 care.

Suno Sharda has multiple programmes on health which are of interest and relevance not only to the nearly 15,000 strong campus community comprising students and teaching, non-teaching, and service staff, but also to the larger community of Greater NOIDA. One of the fastest growing satellite towns in the National Capital, NOIDA has about 300 villages with a population mix of swanky apartment dwellers and daily wage migrant labourers employed in a variety of infrastructure development work and farmers. Suno Sharda broadcasts two hours of health programmes addressing nearly all the SDG3’s targets like maternal mortality, early childhood, reproductive health, communicable and non-communicable diseases, road accidents and injuries, preventive health, and nutrition.

In a two-hour slot, Suno Sharda runs two very popular programmes ‘Radio OPD’ for the local community and Meri Sakhi (My Friend). In association with Sharda Hospital, the radio team conducted a survey to list the various health issues that the people were facing in the community and some of their responses were also recorded. These were used for designing the programmes which include expert bytes that inform Radio OPD. Features, expert talk, Public Service Announcements (PSAs), and drama are used frequently as are live interactions in a question-answer format. Besides, short plays and PSAs are aired in the programme slot and also throughout the day on specific topics. Serious ailments like epilepsy, heart conditions, HIV/AIDS, and TB and common complaints like anaemia and piles are addressed along with issues of reproductive healthcare, nutrition, healthy lifestyle choices, fitness, hygiene, and sanitation. During the recent COVID-19 pandemic, the programme dedicated several hours to COVID-19 related precautions, symptoms, and related issues.

After one of its team members attended the UNESCO-SMART SDG training and received the SDG toolkit, detailed discussions were held with the Dean and the team and several
components were added to make the programme interactive and community centric in terms of issue salience. Concerns like sanitation, food and grocery delivery during the pandemic, stress, isolation, and mental health came up frequently while recording vox-pops for the programme. Accordingly, counsellors, psychologists, and motivational speakers were involved in the programme. Suno Sharda also collaborates with government officials and NGOs working in the area of health, especially in poorer segments of the community. While the OPD programme tends to be specific disease focused, Meri Sakhi is a more informal chat show especially directed at women which covers both SDG3 and SDG 5. On health, it covers topics like reproductive health, cervical cancer, breast cancer, and menstrual hygiene. Together, these two programmes last over 120 minutes every day in which the station covers SDG 3 comprehensively. The presence of many students on the campus and a department of media studies gives fresh energy to Suno Sharda’s outreach activities like street plays and narrowcasting. Suno Sharda has a good online presence and is active on Facebook and YouTube. To keep up the spirits due the lockdown, the station conducted a music competition ‘Surilay Superstars’ that became a huge hit with listeners. Suno Sharda features local celebrities, elected leaders, and everyday people like autorickshaw drivers, vendors, and service staff at the university to participate and speak on the radio making it an accessible platform for all.
What makes Suno Sharda’s health interventions special and sustainable is the institutional expertise and support that keeps the programmes topical and relevant for a wide range of audiences on and off campus.

Suno Sharda’s team received a special commendation of Corona Warriors from the Patrakar Press Mahasangh, a journalists’ federation for its coverage of the pandemic.

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**Links & Social Media Handles**

- [https://www.sharda.ac.in/connect/radiofm](https://www.sharda.ac.in/connect/radiofm)
- [https://www.facebook.com/SunoSharda90.8FM/](https://www.facebook.com/SunoSharda90.8FM/)
- [https://twitter.com/ShardaSuno](https://twitter.com/ShardaSuno)
- [https://www.youtube.com/watch?v=W3-4qlybS8](https://www.youtube.com/watch?v=W3-4qlybS8)
The COVID-19 pandemic is not only a health crisis, but it has also become a devastating social and economic crisis which is impacting sustainable development in many rural parts of Bangladesh.

The pandemic also severely affected community radio stations in Bangladesh. Radio journalists and broadcasters were exposed to health risks when doing their work. Radio stations, including Radio Nalta, struggled to meet their operating expenses due to lack of financial support and advertising incomes, pushing them to discontinue their broadcasting.

Radio Nalta, a community radio station operating in the South-East of Bangladesh which has been transmitting since 2011, is committed to pursuing its objective to serve the Nalta community despite many challenges.

Since the beginning of the COVID-19 pandemic, Radio Nalta has been broadcasting programmes for more than 63 hours a week; it has reached at least 200,000-300,000 regular listeners through its different radio programmes, PSAs, radio shows, and interviews raising mass awareness about COVID-19. In total between 500,000 and 600,000 listeners are connected to the radio station and ben-
With our radio programmes we reach people not only with important updates, news, and health information about COVID-19 but we also update our listeners on what the schools and local government services are doing besides providing them other local and regional information which they otherwise would not get.

Selim Sharier
Station manager, Radio Nalta
efit from its activities. The special COVID-19 radio programmes that are produced and aired by Radio Nalta address issues like:

- What is the COVID-19 coronavirus and how can we prevent its spread?
- What are quarantine, isolation, and social distancing measures and how can we maintain them?
- What are the services being provided by service providers and what are the government hotline numbers that can be called for further information and help?
- What role can the community play in preventing the spread of the virus?

In addition to its specific COVID-19 awareness-raising programmes, Radio Nalta is also airing government messages and updates, as well as COVID-19 related radio shows and magazines (dramas, songs, and poems), educational programme ‘Radio School,’ talk shows, interviews, PSAs, health consciousness programmes, and the official set of 31 instructions from the Prime Minister. With the help of community radio volunteers Radio Nalta also prepares audio and video clips that create awareness about COVID-19 and promote social distancing which are disseminated through the radio station’s vibrant social media presence including on its Facebook page and YouTube channel.

Radio Nalta is distributing awareness-increasing posters and information leaflets, creating wall writings on public buildings, conducting PSA campaigns using vehicles with attached megaphones, and its station volunteers are going from door to door to raise awareness in the community.

The direct impact of Radio Nalta’s programmes can be seen in different ways. Through the information that is broadcast by Radio Nalta in the local dialect, members of the community are taking precautions more seriously. Callers provide feedback that after listening to the radio, they understand the
importance of staying at home and making proper use of masks and hand washing and fewer people are traveling to capital Dhaka. Listeners call in and ask questions about how the pandemic is transmitted which allows the generation of knowledge and clears rumours and false news, thus contributing to the slowing down of the spread of COVID-19.

The station continues to operate without financial support from the government and relies on external financing. Most of the external funding that the station received from local communities and local businesses has sharply declined since the beginning of the pandemic. However, different donor entities are supporting Radio Nalta for producing and broadcasting specific programmes on prevention measures and community coping mechanisms during COVID-19, which help keep the station operational. For example, UNICEF is supporting Radio Nalta to both broadcast COVID-19 programmes on the radio and online, and in carrying out offline activities in the community. The Bangladesh NGOs Network for Radio & Communication (BNNRC), the Alliance for Cooperation and Legal Aid Bangladesh (ACLAB), Advanced Manufacturing Research Centre (AMRC), BRAC, LEDARS, World Vision, Shusilon, and Bangladesh Betar are also supporting Radio Nalta.

Many of those working at and volunteering for Radio Nalta are driven by their radio station providing the local community with valuable information and entertainment which the community wouldn’t otherwise receive, as well as by the sense of togetherness that Radio Nalta provides to its listeners during the pandemic.
Strengthening the Community’s Resilience to Disasters

SDG 3: Good Health and Well-being

Radio Sagor Giri 99.2 MHz
Sitakunda, Chattogram District, Bangladesh
On Air 23 November 2011
Broadcast 5 hours
15:00-20:00
Languages Bengali and local dialects
Staff Full time: 2 Part time: 3 Paid volunteers: 20
Licensed to Young Power in Social Action (YPSA), NGO

Radio Sagor Giri’s programmes covering climate change are praiseworthy for the coastal island area. Radio Sagor Giri is playing an integral role in combating natural disasters in the coastal belt by disseminating important and relevant messages among the people.

Milton Ray
Upzila Nirabhi officer
Nestled between an ocean and mountains, the geographic area around Sagor Giri faces several environmental vulnerabilities that impact the lives and diverse livelihoods of the people living there. Sagor Giri addresses climate action in a comprehensive way, dealing with different occupational groups by studying how their actions impact the climate, creating awareness and disseminating critical knowledge for behaviour change, and working towards sustainable solutions.

Fishing is a major occupation in the area that depends on constant updates on weather and sea conditions which Sagor Giri relays from official sources. In recent times, Bangladesh has seen a slew of cyclones one after the other - Royanu, Ayla, Sidar, Mohasen, Nurgis, and most recently Amphan. Though Sagor Giri’s regular broadcasting is for five hours, in times of disasters the station works for 22-24 hours a day and in one extreme situation went for 36 hours without a break maintaining a constant link between the Disaster Control Room and the people providing updates about the weather, danger signal alerts, and cyclone shelters. Most of the action that people take about moving their livestock and belongings to safer areas is often a direct response to Sagor Giri’s news and alerts. Radio Sagor Giri is an active member of the District Disaster Mitigation Team, as acknowledged by the officials themselves.

Besides disaster mitigation, other important areas on which Sagor Giri makes programmes are Ayon Shocheton (Disaster Preparedness) and Sagorer Ovibabok (Maintaining...
the Balance of the Sea) for awareness about avoiding overfishing. Information about endangered species, over exploitation of sea resources with deep sea fishing, government regulations regarding these, and the overall impact of reckless human actions leading to environmental degradation are covered by these programmes. Droughts and floods, both brought about by environmental degradation are addressed using a variety of formats and interactions with experts and community members combining traditional knowledge with new, scientific information available today. All special days like World Environment Day are observed with fanfare and special programmes and on-ground activities in collaboration with district authorities are organized.

The other major occupational group in the area are agriculturists who practice jhoom cultivation on the hilly slopes, clearing forest land to grow crops and vegetables like beans and watermelons. Thus, rapid forest degradation is another area of concern and is regularly talked about in Sagor Giri’s programmes. For communities living close to the sea, ship breaking is a lucrative industry. Ships are sourced through auctions in Singapore and elsewhere and brought to Sita kunda for breaking. Sometimes toxic gases escape in the breaking process, turning parts of the sea black, posing a grave danger to marine life as well as health hazards for the labourers. Safe designated ship breaking zones are broadcast on the radio periodically.
Radio Sagor Giri brings out a strong link between industry, livelihoods, and environment through an umbrella programme, *Amader Poribesh* (Our Environment). Positive actions like tree plantations, encouraging home gardening, avoiding over-exploitation of forest and sea resources, and encouraging alternate livelihoods by providing information about government provisions like skill training, financial assistance, and other provisions are aired regularly, sensitizing people about the pressing need to adopt positive and sustainable behaviours.

The station uses dramas, songs, PSAs, discussions, debates, vox-pops, and local folk formats for creating rich and varied content on climate action. Sagor Giri has a good online presence and a large online community of listeners, which helps it in expanding its reach and listener participation. Sagor Giri faces many challenges of funding, undependable electricity supply, and the need for a technical equipment upgrade, but continues to play a significant role in disaster mitigation in the cyclone prone coast acting as a catalyst in delivering development to the under-resourced communities in its area. Its targeted programmes for different communities make the programmes a valuable source of behaviour change communication.

**Links & Social Media Handles**

- [https://reliefweb.int/report/bangladesh/community-radio-role-disaster-preparedness](https://reliefweb.int/report/bangladesh/community-radio-role-disaster-preparedness)
- [https://bnnrc.net/radio-sagorgiri/](https://bnnrc.net/radio-sagorgiri/)
- [https://www.facebook.com/SagorGiriFm992/videos/687556611757788](https://www.facebook.com/SagorGiriFm992/videos/687556611757788)
- [https://www.facebook.com/SagorGiriFm992/about/](https://www.facebook.com/SagorGiriFm992/about/)
- [https://www.youtube.com/channel/UCeVkSP5Eaq7cIAgNflH_Nyg?view_as=subscriber](https://www.youtube.com/channel/UCeVkSP5Eaq7cIAgNflH_Nyg?view_as=subscriber)
Radio Active
Radio Chautari
Kadal Osai
Radio Kamalvani
Radio Mahananda
Mandakini ki Awaaz
Radio Mewat
Radio Namaskar
Radio Sagorgiri
Radio Surabhi
Rathinavani Community Radio

SDG Target 4.1
By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

SDG Target 4.2
By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.

SDG Target 4.3
By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

SDG Target 4.4
By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

SDG Target 4.5
By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

SDG Target 4.6
By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.

SDG Target 4.7
By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.

SDG Target 4.A
Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, nonviolent, inclusive and effective learning environments for all.

SDG Target 4.B
By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing states and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries.

SDG Target 4.C
By 2030, substantially increase the supply of qualified teachers, including through international co-operation for teacher training in developing countries, especially least developed countries and small island developing states.
I started volunteering for Radio Active in 2010 as part of a baseline survey for a project. After my initial exposure to programme making, I realized that I enjoyed editing and so offered to volunteer at the station for editing programmes. I also started shadowing members conducting story telling workshops in the community and my interest grew. The children in my neighbourhood decided that they wanted a weekly show and they coined the title Chinnara Chilipili. In the first season, over 40 children came together and we started playing and recording traditional Indian games like Buguri (top), Gilli Dandu, Goli Atta (marbles), Lagori (seven stones), and Kunte Bille (hopscotch). I am now known as the Radio Akka in my area. As soon as I enter, I am surrounded by children eager to discuss news ideas. I have seen the kids grow, many have moved on, but the series still continues…

RJ Manjula
A volunteer turned producer
Radio Active has been broadcasting programmes on the Right to Education since 2008 through a host of NGOs - Child Rights Trust, Reclaim India, Associate Professional Staff Association (APSA), and Auditory Processing Disorder (APD). In 2009 the station started creating awareness about the RTE Act, its provisions, and implications especially for the vulnerable communities that it was working with – waste pickers and domestic workers – through these NGOs. To kickstart the intervention, Radio Active did a survey in these communities and in government schools which revealed a stark lack of awareness not only among parents but also among educators and school managements. Radio Active started with some discussions on the RTE Act, its provisions, gaps, and so on. Taking a more concerted approach, Radio Active became part of the RTE Task Force along with several other NGOs and activists working with children to address the theme at multiple levels including discrimination against children admitted under the RTE quota, children of sex workers, child protection rights, and child abuse. The programmes, initially planned as bi-weekly, became daily offerings with listener engagement and demand and continued to broadcast regularly over the years covering issues like MDGs, RTE, and SDGs.

The first series, launched in 2012 Shikashane Namma Hakku (Education is Our Right) ran for about 60 episodes exploring all 38 sections of the Right to Education Act. Makka-la Nyaya, Makkala Rakshane (Child Justice, Child Protection) was a series that explored the provisions under the Juvenile Justice Act and ran for 35 episodes through 2019 building a nuanced understanding of the rights and protections guaranteed to children under law. Explaining and exploring the possibilities of open schooling, especially for those who had dropped out or were unable to attend regular school was another campaign created in collaboration with Reclaim India in 2008-2009.
'Open Secret' was a series devoted to child sexual abuse in association with Muktha Foundation, Bale was a collaborative campaign promoting gender quality, and Ba Badaku was a special series that focused on the negative impact of child marriages, especially on the minds and bodies of girl children. More recently, Radio Active has been part of Poshan Mah, an initiative of the Government of India for early childhood care involving anganwadi workers and other service delivery personnel. Programmes for children with disabilities, and children caught in drug abuse are part of the repository that has nearly 2,000 programmes dealing with children.

The programmes also have a motivational and fun component involving the children themselves. Over the years, nearly 28,000 children have been part of programmes like storytelling and read-aloud sessions in programme called Chinnari ChilliPilla and Buguiri podcast. ‘Once Upon a Time,’ is a series exploring children’s lives, dreams, and aspirations and engaging them in fun and activity based programmes. Radio Active finds the right collaborators for its radio content, which also comes with other add-on and field activities like face-to-face story sessions, library projects, and podcasts for children.

Executive Director, Child Rights Trust Vasudeva Sharma observes, ‘In times of the pandemic, Radio Active has paid attention to the plight of children locked down in homes deprived of games and running around and mentally stressed, by providing information on indoor games and stories. This helped not only the children but also their families. The importance of Radio Active in our communities is the effort it takes to introduce several unsung heroes from the field, be they from gender minorities, activists of women’s rights, animal rights, child rights, the rights of the elderly, backward castes, environment, human rights. Most importantly, the poor, the grassroots workers and the marginalized are finding a voice through the radio.’

Two aspects that make Radio Active a fine example of a sustainable operation are its ability to bring in the right partners for radio content and outreach activities and its sustained approach in covering issues threadbare from multiple perspectives. Radio Active is able to link and leverage all the different sponsored programmes that it is a part of and integrate them thematically with its own intervention areas, keeping the themes alive, interesting, relevant, and continuous for its listeners.
**Links**

The story of India’s community libraries—Spurned by state, struck by lockdown:


Being the voice of the voiceless:


A decade on air: Radio Active brings real stories of real people:


Private schools indifferent to RTE quota: Survey:

[https://www.deccanherald.com/content/305849/private-schools-indifferent-rte-quota.html](https://www.deccanherald.com/content/305849/private-schools-indifferent-rte-quota.html)

Create awareness among schools on responsibilities under RTE: *The Hindu*, 17 January 2013


Library on Air: The Making of the Buguri Podcast Series Season 1:

[https://radio-active.in/2020/07/22/library-on-air-the-making-of-the-buguri-podcast-series-season-1/?fbclid=IwAR07J4fajrZ0ljq6YSGW_Vs32Rp1c4DHUK-C8UjVMZ5rOfovTEo443b9whM](https://radio-active.in/2020/07/22/library-on-air-the-making-of-the-buguri-podcast-series-season-1/?fbclid=IwAR07J4fajrZ0ljq6YSGW_Vs32Rp1c4DHUK-C8UjVMZ5rOfovTEo443b9whM)

**RJ Vijaya: How I Found My Voice, From a Simple Village Girl to Radio Active Community Radio**

[https://www.womensweb.in/2020/07/rj-vijaya-on-her-journey-radio-active-community-radio-july20wk2sr/?fbclid=IwAR3lyZf2vhsgmD_Nmtan8ji9pGWv8oSubqfv7R71McdSMSqsQzubNHc](https://www.womensweb.in/2020/07/rj-vijaya-on-her-journey-radio-active-community-radio-july20wk2sr/?fbclid=IwAR3lyZf2vhsgmD_Nmtan8ji9pGWv8oSubqfv7R71McdSMSqsQzubNHc)

**RTE:**


**Life at 90.4:**

[http://www.radioactive.edu.in/pdf/Life-PV-Jan02.pdf](http://www.radioactive.edu.in/pdf/Life-PV-Jan02.pdf)

**Social Media Handles**

- [@radioactive90.4](https://twitter.com/radioactive90.4)
- [@RadioActive90_4](https://twitter.com/RadioActive90_4)
- [radio_active_90.4mhz](https://soundcloud.com/radioactivecr90-4mhz)
- [Radio Active 90.4 MHz](https://soundcloud.com/radioactivecr90-4mhz)
- [https://radio-active.in/](https://radio-active.in/)
- [https://comedialab.in/topic/updates/page/4](https://comedialab.in/topic/updates/page/4)
Awards

- Best Radio Show at the 4th edition of Likho Awards for Excellence in Media, 2019
- Radio Connex Award
  Two Gold Awards for best community radio show organised by Radio and music.com, October 2018
- Annual National Community Radio Sammelan 2016
  under Thematic category for the program ‘Lesbians in the Shadow’, Yari Varu Season 2
- Annual National Community Radio Sammelan 2016
  Third place in the Thematic Category for the radio programme, Arogya ve Bhagya, at the National Community Radio Sammelan, New Delhi
- Community Web/Samudaay Vaani (Bell Labs & Radio Active CR 90.4 MHz) chosen as the winner of the mBillionth award 2013
- Most Sustainable Community Radio Station in India 2011 by Commonwealth Educational Media Centre for Asia
- iManthan Award
  South Asia 2010, the Best Community Radio in South Asia
- Individual Recognitions:
  RJ Priyanka and RJ Jaydev awarded the Suvarna Shree Awards for being Community Role Models, 2014, RJ Vijaya awarded on Women’s Day in Kolar, for her contribution to community radio and for being a role model, March 2012
Strengthening Community Action through Mothers and Youth

SDG 4: Quality Education

CR Chautari 91.4 MHz
Besisahar Municipality, Dt. Lamjung, Gandaki, Nepal
On Air  29 May 2011
Broadcast  18 hours
05:00-23:00
Languages  Nepali, Gurung, and Tamang
Staff  Full time: 14  Part time: 5  Paid volunteers: 3
Licensed to  Public Media Trust of Besaisahar

A month-old baby was left by her mother to be raised by her grandmother who was facing financial difficulties and so was unable to care for the baby properly, resulting in some health problems for the child. Being in the vicinity, the radio station became aware of her plight and broadcast her story in Swasthya Sarokar, a health news segment. The story went viral and soon the station received a call from NGO Namaste Kids Nepal which took the responsibility of bearing all expenses related to the health of the baby and her grandmother. ‘It made me very happy to be able help them through the radio,’ the station manager said, adding, ‘Rights of children are an important part of our work.’

Belina Thapar
Radio Chautari Station Manager

1Story sourced from UNESCO, Bangladesh.
Radio Chautari, Lamjung, is a public media initiative launched by a team of communicators, development and social workers, and a group of over 200 civil society members. Being a truly people led radio station, active community engagement on wide ranging issues is not only a clear mandate but also the strength of this community radio station. Participation of mothers’ groups and youth and public hearings are a regular feature on the radio, ensuring accountability of the civic administration and taking decisions for collective action.

To ensure quality education, Radio Chautari has facilitated a series of meetings with the local education committee and school principals of four wards to discuss access to students because of schools closing during the pandemic for nearly six months and also for ensuring compliance with the Student Learning Facilitation Guidelines prepared by the Government of Nepal. Besides making the lessons accessible to children through radio, Radio Chautari has also been providing valuable information on safety during the pandemic and material relief as well.

The radio station collaborates with World Vision International Nepal, Rural Community Development Centre (RCDC), and Public Awareness Enhancement and Development Study Committee (KOPADES) in areas like youth development, providing financial assistance to needy children, and child protection and disaster risk reduction education. Addressing children’s rights during disasters, especially vulnerable children living in orphanages, Radio Chautari has distributed educational and safety kits to them.

Some of Radio Chautari’s popular programmes are Corona Sarokar which is a youth led programme that uses social media and telephony besides radio to educate the community; Yuwa Chutari, a youth lead segment on life skill education in a discussion format; and Chautari Sambad, a research based commentary on political parties, local representatives, and business. Mothers’ groups in the community are important as they contribute both to the content and planning of the programmes. Addressing different indigenous and occupational groups within the community, the radio station caters to diverse educational needs of its listeners in keeping with the spirit of sustainable development goals of ‘leaving no one behind.’

🔗 **Links & Social Media Handles**

When it comes to education, one of the challenges that the Kadal Osai community faces, especially in the rural and poorer localities is overcoming lack of motivation to send their children to school. As there are several odd jobs that need to be attended to in their occupations as fisherfolk, parents are tempted to engage children in associated tasks and put them to work, fetching as much as Rupees 500 a day, making eight hours at school appear unproductive in comparison. This perspective also transfers to the children, and work seems more exciting than attending school. So, despite the availability of schools and various government efforts to keep them there, dropouts and absenteeism are high.

Kadal Osai first ventured into sustained programming for children through its participation in UNICEF’s Bachpan Express that focused on the themes of girls’ education and prevention of their early marriages. As part of programme research, Kadal Osai’s reporters gathered information on community perspectives on education. They interviewed girls who were married off young and children who had dropped out of school and their parents and formed an in-depth understanding of the issues. Since Kadal Osai is very popular in the community and the reporters are from the community, reaching out to people and getting them to speak openly was not difficult. Armed with this information, the station designed several programmes on ground activities to engage children and get them interested in education. And thus, was created
Tirukkural, or the Kural, is a classic Tamil language text consisting of 1,330 short couplets of seven words each, or Kurals. The text is divided into three books, each with aphoristic teachings on virtue, wealth, and love. It is popular among children and adult learners.

Into its 28th episode, the programme is designed in partnership with NGO Yein Udaan and focuses on functional literacy like commonly used phrases in travel and marketplaces and names of shapes, colours, sizes, and other terminology used in everyday transactions.

Kadal Osai’s on-ground activities include inviting children to visit the radio station on World Radio Day when 400 students from nine schools visited the station, many dreaming of a career in radio or media. Kadal Osai also conducts community meetings to talk about the importance of education and perils of child marriages in the most backward areas. Summer camps are organized for registered children where Kadal Osai trains them in various arts and crafts, spoken English, creative writing, and other fun activities and sports.

As a result of the exposure to radio, some very popular and innovative daily show from 5-7 pm called Kutty Chutty Express. The format involved inviting a child to the studio every day to co-host the show with the RJ. The child described her day in school, what she learnt, and the enjoyable aspects of school amidst a lot of fun and general chat. The programme also had a live interactive segment where the student RJ got a chance to talk to her parents and other callers and send them messages. The children were carefully selected from among those with poor records who needed a boost. During the COVID-19 lockdown, the show was repurposed to have children call and solve riddles, learn a Thirukkural, and share what they had learnt in their online classes, keeping the motivation and interaction alive.

Teachers participated in the programme and addressed reasons for children dropping out of school and explored ways of making teaching-learning more engaging. Other professionals also spoke about the value of education and their work, sparking an ambition in listeners both children and adults. The programme also emphasized that a child may earn Rupees 500 a day which may currently seem attractive, but without furthering his/her knowledge and skills, he/she would soon be stuck in a rut and not advance in job or earnings. Before participating in the show, the students were made to take an oath to approach their studies more seriously and be regular at school. The participating school principal acknowledged that interest in appearing on air was helping keep children in school. Children also got exposed to technology, computers, and a different atmosphere that they aspired to be part of.

English Pesalam Vanga (Come Let us Speak English) is a recently added show which is popular among children and adult learners. The format involved inviting a child to the studio every day to co-host the show with the RJ. The child described her day in school, what she learnt, and the enjoyable aspects of school amidst a lot of fun and general chat. The programme also had a live interactive segment where the student RJ got a chance to talk to her parents and other callers and send them messages. The children were carefully selected from among those with poor records who needed a boost. During the COVID-19 lockdown, the show was repurposed to have children call and solve riddles, learn a Thirukkural, and share what they had learnt in their online classes, keeping the motivation and interaction alive.

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As I am not educated much, I do not know how to teach my daughter or tell her stories based on value education. Kutty Chutty Express helps her learn small calculations in the form of riddles. She learns one Thirukkural daily and even calls to share it on air. I cook the recipes shared by RJ Mecosiya who tells us the nutritional value of the dish too. Monday to Saturday, 5 pm to 7 pm is like spending time with a well-wishing companion.

Suganthi, A Listener
Seaweed collector and shell craft worker, Thekkuvadi, Pamban

of the older children at the finishing school level are eager to volunteer with Kadal Osai and enjoy the good atmosphere with lights, desks and infrastructure, access to the internet for exploring relevant study material on YouTube, and learning other computer packages like Photoshop and editing. Some of the station’s successes include Thibon, a student of Class 12, Joeharson of Class 10, and Mecosiya in first year college who spent time at Kadal Osai and are a part of a volunteer team.

What makes Kutty Chutty Express special is how it motivates its target audience to improve their own chances at getting a better education and what makes it possible and sustainable is the trust and respect that Kadal Osai enjoys in the community.

Kadal Osai recently entered its fourth year of operations on India’s Independence Day, when it launched a new career guidance show aptly called Kalagarai Vilakkam (Light House) that explores all the educational and vocational options available to the youth in the fishing community and the special provisions for children who have lost their parents at sea. It also provides counselling to many who have returned from cities after closure of institutions and many after losing their jobs during the pandemic lockdown. Working in collaboration with the Tamil Nadu Fisheries University, Kadal Osai has also sponsored a few scholarships for deserving and economically needy boys and girls to take up these courses. The programme content has also been uploaded on its website as videos and is already gaining popularity among the youth.

Kadal Osai has successfully initiated a dialogue with the children and youth on education through the radio and has reinvented content to keep them engaged through the difficult lockdown times.

Links & Social Media Handles

- https://www.facebook.com/443562965976935/posts/1222331984766692/
- https://www.facebook.com/kadalosaifm/
- https://www.facebook.com/kadalosaifm/live_videos
- https://twitter.com/kadal_osai?lang=en
- https://www.instagram.com/kadalosai__90.4/
Radio and Community Action for Improved Quality Education

SDG 4: Quality Education

Radio Kamalvani 90.4 MHz
Kolsiya, Jhunjhunu, Rajasthan
On Air 22 November 2012
Broadcast 10 hours in two slots
06:00-11:00 and 17:00-22:00
Languages Rajasthani and Hindi
Staff Full time: 3 Part time: 2 Paid volunteers: 5
Licensed to Kamalista Sansthan, NGO
Education has been an important area of intervention for Radio Kamalvani and its approach has been providing basic educational inputs to different occupational groups to help them grow both in their craft and personally. At the time it was set up, Kamalvani did a massive survey covering almost 350 villages and 15 cities across eight blocks in Jhunjhunu and Sikar to better understand the socioeconomic and demographic profile of the region. Different potential listener groups across occupations like artisans, labourers, farmers, students, and home makers were identified and special programmes were tailored to cater to the needs of the different interest groups. In the field of education, three programmes stand out for their focus and innovative approach.

Radio Mathematics, a national project of the Department of Science and Technology was a 180 episode series which focused mostly on home-based women artisans and homemakers with low literacy levels. A survey of 1,000 women across 10 villages was carried out to determine entry level skills. Radio Kamalvani also trained women during an eight-day workshop where they got hands-on exposure to concepts, formats, and technology of radio as well as basic mathematical concepts. Post the workshop, Kamalvani facilitated writing of radio scripts working with groups of 5-10 women participants. This also served as a pre-test for the content. Most recordings were done in the field where the radio staff went to people’s homes where the women could gather comfortably and speak freely. Many women and artisans became aware of basic mathematical concepts through the programme and became more proficient in managing their finances. The project also mandated monthly meetings of the women enlisted for the survey, which gave an opportunity to get feedback for mid-course corrections. Besides radio, the programmes were also made available through narrowcasting to its parent organization’s network and were also available online.

Masti ki Pathshala (Fun School) is an innovative bi-weekly programme targeted at secondary school students, dealing with issues of motivation, developing healthy study habits, and encouraging self-study. The broadcast timings took into consideration availability of students at home and a variety of experts – teachers, counsellors, and other achievers – interacted with the listeners through a mix of recorded and live programmes. Son Chiriya is a similar programme for primary children.

I have listened to all the 180 episodes of Radio Mathematics on Radio Kamalvani and I can now manage money more effectively. I neither feel any hesitation nor do I find it difficult to do any purchasing in the market. Also by participating in the episode preparation for the programmes, my public speaking skills have improved and my hesitation has disappeared.

Kaushalya Doot
Home-based worker
which uses the play-way method of learning. It has attracted and motivated both children and teachers. The parent NGO also installed radios in about 100 school and college buses, ensuring further exposure to the content.

A number of teachers from educational institutions like schools and colleges besides industrial training institutes contributed as experts to work out the syllabus and participated in content delivery on the radio. Radio Kamalvani has received several commendations and appreciation from the state and other organizations like Entrepreneur Development and Agricultural University’s industrial exhibitions for its positive contribution to social development.

One of the strengths of Radio Kamalvani’s programming is its ability to identify different communities of interest and their needs and cater to these which helps it ensuring continued community participation in its programmes. Radio Kamalvani can leverage its parent NGO’s two and half decades of community engagement experience effectively.

**Links & Social Media Handles**

- [https://www.facebook.com/dharampal.singh.10](https://www.facebook.com/dharampal.singh.10)
- [https://www.youtube.com/results?search_query=radio+kamalvani](https://www.youtube.com/results?search_query=radio+kamalvani)
Community Support for Quality Education through Radio

SDG 4: Quality Education

Radio Mahananda 98.8 MHz
Belepur, Chapai Nawabgunj District, Rajshahi, Bangladesh
On Air 27 June 2013
Broadcast 10 hours
15:00-01:00
Languages Bengali
Staff Full time: 9  Part time: 8  Paid volunteers: 32
Licensed to Proyas Manobik Unnayan Society, NGO
Radio Mahananda is playing good role in promoting all types of social development, education, health, peace, and human and rights-based development and finally national development goals.

Md Alomgir Hossain
Upzila Nirbahi Officer (UNO), Chapai Nawabganj Sadar

Although basic education is highly subsidized in Bangladesh and the government gives due importance to the sector, in rural areas the system is burdened by many problems like poor infrastructure, lack of trained teachers, lack of motivation among students, and economic compulsions leading to children being pulled out of school and put to work and in the case of girls, getting them married off very young.

Over the years, Radio Mahananda has been making programmes on the importance of quality education using a variety of formats like discussions, expert opinions, and student debates through its programme series Amader Campus (Our Campus) directed at youth and driven by youth participation.

Chapai Nawabganj is an area where dropout rates right from primary school are high. After the Radio Mahananda team attended a training programme on SDGs organized by the National Institute of Mass Communication and received some reference material, the content team held discussions that led them to realign the programme’s focus to examining the root causes of poor school attendance and reasons for the high dropout rates.

As part of its programme research, the radio team entered a series of discussions with parents, teachers, and the children through their listener clubs.

An interesting point that came to light while talking to the children, especially those living in the isolated Char (island) areas was that they were unable to keep pace with the homework given by schools for which they were rebuked by the teachers and so they shunned school to avoid humiliation. Lack of parental guidance and poor participation in children’s education due to economic pressures resulted in poor motivation for the children. These insights helped the radio team expand the mandate of its popular education programme series, Amader Campus to include primary school education.

Radio Mahananda became an active partner in creating an enabling environment for improving primary education in collaboration with its parent NGO Proyas, working with the Palli Karma Sahay Foundation (PKSF). PKSF is a new initiative added to ENRICH under which 82 learning centres have been established in the two upzilas that fall within Radio Mahananda’s coverage area. An equal num-
ber of volunteers were trained to assist primary school children complete their school work and also provide some general knowledge inputs and good behaviour and etiquette tips using creative and play-way learning methods.

The centres ran from 3-5 pm on all working days but community support was needed to ensure their smooth functioning so Radio Mahananda started broadcasting programmes about the role and importance of such centres and through their listener clubs garnered community support for providing space for running the centres and supporting trained volunteers. The programmes also encouraged parents to take an interest in their children’s education through participation in parent-teacher interactions.

As the idea took root, the listener clubs played a key role in monitoring and keeping the centres active. Since their establishment, nearly 2,500 boys and girls have received support. Children have also got an opportunity to participate in various fun events and games through these centres which have increased their overall interest and confidence levels at school. Parents too have benefitted through the centres and the radio’s listenership has grown.

The station notes twin benefits of this intervention - a drastic reduction in dropout rates and increased participation in its radio programmes. Perhaps the biggest achievement of the programme series Amader Campus has been bringing about public awareness that quality education is not a function of a
good school alone but it needs a combined effort of the entire community - students, teachers, parents, and government initiatives.

Inclusive education addressing the ills of early marriages and discouraging parents from turning their children into child labourers are other topics addressed through Amader Campus, which keeps the schools and district education authorities involved as content contributors. The programme has successfully addressed all aspects of improving children’s education through identifying the problem, making the community aware of it, and mobilizing community members to be part of the solution, showing effective results.

Social Media Handles

https://www.facebook.com/rm98.8/
https://www.facebook.com/bdcra/
Catching them Young – Holistic Education through Radio

SDG 4: Quality Education

Radio Mandakini Ki Awaaz 90.8 MHz
Sena Gadhsari Village, Rudraprayag, Uttarakhand
On Air 21 September 2014
Broadcast 8 hours Monday-Saturday
7:00-10:00, 12:00-13:00, 14:30-18:30
Sundays: 07:00-18:30 (no breaks)
Languages Hindi and Garhwali
Staff Full time: 7 Part time: 5 Paid volunteers: 5
Licensed to Mandakini Ki Awaaz Kalyan Sewa Samiti and People’s Power Collective Bengaluru

Mandakini Ki Awaaz (MKA), located about 80 km from the holy riverine hill district of Rudraprayag in Uttarakhand, reaches nearly 3.5 lakh people spread out in 3,500 villages in Chamoli, Tehri, and Pauri districts. The award-winning radio station has played a key role in sending important messages to local people during natural disasters. During normal times, Mandakini ki Awaaz collaborates with the District Disaster Management Agency (DDMA) to make people aware of the ecological vulnerabilities and their role in averting disasters.

Access to quality education is an area that Mandakini Ki Awaaz has been consistently working on. Taking a broad view of education, it has a range of programmes aimed at educating and empowering community groups on topics of relevance to them, making it a very popular radio station among its listeners.

Mandakini Ki Awaaz’s parent organization started using narrowcasting as an important tool for reaching grassroots communities as far back as 2002 as part of an outreach activi-
Education, water, sanitation, health, and women are subjects that we have been producing programmes on but after the SDGs workshop in New Delhi organized by SMART, our approach towards understanding the issues has changed. Now, additional information from the toolkit has boosted our confidence while interacting with community members, especially with students.

Mandakini Ki Awaaz team

Every Sunday, Mandakini Ki Awaaz dedicates one hour to the series, Nauni Naunyalon ka Dagda for school children which is produced by children for children with snip-pets, quiz competitions, and talent shows that keep children informed and entertained. School Bhraman (A Visit to the School) is a programme where the Mandakini Ki Awaaz team reports live from a local school that its volunteer reporters visit. This is a very popular series, where schools eagerly wait for the station’s team to visit and feature them on the radio.

Partnering with the NGO Room to Read in the time of the COVID-19 pandemic, Mandakini ki Awaaz arranged the broadcast of special programmes for school children of Classes 1 to 5, bridging the digital access gap in remote villages in the Rudraprayag and Garhwal area. The episodes provided the children an opportunity to showcase their talent through songs, drama, skits, quiz competitions, and information capsules.

Seeing the close connect between good health, well-being, gender equality, clean wa-
ter, and sanitation issues with quality education, Mandakini Ki Awaaz introduced all these topics in its segment *Chala Doon Vigyan Ki Taraf* in which all these issues are dealt with. Teachers and students prepare episodes and the programme encourages hands-on work. For example, the importance of waste segregation, composting organic waste, and cloth bags as alternatives to plastic are activities that marry radio content effectively with field-based activities creating good community participation.

Being located in a disaster-prone zone, Mandakini Ki Awaaz has played a crucial role as an early responder and awareness creation agency working closely with the district authorities. The station brings this learning to school education by talking about disaster preparedness and the importance of tree planting and soil protection that are covered through radio-led interactions.

In the last five years, Mandakini Ki Awaaz’s consistent coverage of issues faced by the schools have been brought to the notice of education administrators and the local government. Some examples of civic action taken by the government based on radio episodes include ensuring availability of toilets in the Kyark primary school, safe drinking water in the Pathalidhaar primary school, and in a Peedha Dhanpur school located at the edge of a curved road where dumping of re-construction debris was causing hardships, the local administration removed the debris swiftly on receiving a complaint on a radio broadcast. Furthermore, when Mandakini Ki Awaaz’s volunteers reported the poor condition of the Jaili school building, the district collectorate sanctioned the construction of the school building almost immediately!

The Mandakini Ki Awaaz team believes that the station is not only an important medium for bridging the information and knowledge gap between the administration and the communities but also a very important interface for planning collective action and motivating the youth to play a positive role in society. Far flung villages are also connected through radio and narrowcasting activities. In the last six years since it started broadcasting, Mandakini Ki Awaaz has addressed quality education through many creative programmes, interlinking other themes with education and engaging children. It has been recognized through several awards and accolades both locally and state-wide.

**Links & Social Media Handles**

- [www.Mandakinikiawaaz.org](http://www.Mandakinikiawaaz.org)
- [https://www.facebook.com/mandakiniki.aawaz](https://www.facebook.com/mandakiniki.aawaz)
Radio Mewat is in Nuh, one of the aspiration-al districts in the country that fares poorly on most socioeconomic indicators of development. It reaches out to around 165 villages, covering a population of 550,000. Quality Education is an area of concern and being economically poor there is a huge dependency on government schools, which are typically under-resourced. There is a village in the coverage area that has one teacher for 300 students! Good teachers are hard to come by in nearly all subjects like Mathematics, Sciences, and English. Private schools are few and expensive and beyond the reach of most of the community. In the 10 years of its existence, Radio Mewat has been making several programmes on the quality of education and motivating children and parents to give it due importance.

Radio Mewat ran several sponsored programmes like Gali Gali Sim Sim (the Indian version of Sesame Street for Radio) sponsored by the Sesame Story Workshop India, and ‘Radio Mathematics’ for the middle school level; this programme was supported by the Department of Science and Technology. Radio Mewat also addresses other issues encouraging participation of parents in children’s education, supervising anganwadis to ensure proper care of children, and so on. One of its motivational and hugely popular series is Gyan ki Batein, a general knowledge
quiz patterned after the television game show KBC - the Indian version of ‘Who Wants to be a Millionaire.’ The programme piqued children’s curiosity, added to their awareness and entertainment, and provided a huge connect with the radio, as they called in with their answers and waited to find out how they had fared.

Radio Mewat’s most ambitious and longest running successful programme has been ‘Radio Tuitions,’ a school syllabus based programme for Classes 6 to 9 in all subjects. The programmes run from 4:30-7:30 every day as per a pre-determined schedule that is announced in advance and like a typical school each class runs for 35-40 minutes. The impetus for the programme came in 2017 after the Secondary School Board Examination results were announced and the pass percentage for Nuh was less than 40 per cent and for government schools it was a dismal 20 per cent. While this was not an unusual occurrence, what was different that year was that parents stormed the schools, pelted stones, and mobbed the teachers, blaming them for their wards’ poor performance. Seeing a pressing need, a responsibility, and an opportunity, Radio Mewat stepped in with its remedial lessons format. For parents, it was like sending their children for extra tuitions that they could not afford. All they had to invest in was a one-time purchase of a transistor radio or even a feature phone. For children, it was opportunity to understand their lessons properly. Each programme had a minimum of 10 calls from parents and students asking for clarifications for some doubts that the team readily provided. In fact, it was not unusual for children to just land up at the station to complete their homework. Seeing the impact the programme was having on learners the District Elementary Education Officer convened a meeting of all principals and urged them to send their best teachers for preparing radio lessons and guiding children through radio especially during the exams. But the biggest measure of its impact was evidenced in the School Board results in 2019, where the pass percentage jumped to 57 per cent and the Radio Mewat’s role was acknowledged by everyone.

Students are motivated and diligently follow the radio school. During the pandemic lockdown when schools were shut for months, radio tuitions assumed a new and urgent significance for the learners. A simple idea, a lot of hard work, and timely action, gave students of Mewat an

I started listening to Radio Tuitions when I was in Class 6. Now I am in Class 8. I never miss a single programme. Had it not been for Radio Mewat, I would still have been in Class 6.

Wasim
Student from village Jogipur
opportunity to do well without significant changes in infrastructure. The impact attracted attention from the mainstream media as well as the community radio sector. The community is demanding that Class 10 be included in the programme.

Radio Mewat is licensed to SMART, an NGO that has been working in Mewat region for over 20 years. Besides, it has also developed the SDG toolkit which gives the CRS’ insights into the nuances of content development around it. This is a winning combination of understanding the context, the content, and the medium that redefines the quality of educational inputs the community is able to access.

Links & Social Media Handles

- https://www.facebook.com/radiomewat90.4/
- https://twitter.com/radiomewat
- https://www.instagram.com/radiomewat/
- https://www.youtube.com/results?search_query=radio+kamalvani
- https://manch.net.in/adda/get_user_profile_page/114
I was washing utensils, serving food, and cleaning tables in a hotel. When my father died, my mother had no other choice but to borrow money. We became debt bound. The owner forcibly made me work the whole day. I never went to school or saw any books during my childhood. Both my parents are illiterate, but I am in school now.

Sukanta
10-years-old, rescued during the Chala School ku Jiba Campaign
Chala School Ku Jiba (Let’s Go To School) is Radio Namaskar’s flagship programme aimed at getting children back to school. Its objective is reducing school dropout rates and the target audience is parents of school dropout children through radio programming.

To begin with, Radio Namaskar collected data about students who were regularly absent or had not been coming to school, thus identifying dropouts. The next step was tracing the children and inquiring about the reasons for dropping out. This gave the radio insights into the issues, prominent among which were young children of 5-6 years who were living far away from the school, gender discrimination, girls being discouraged, poor financial conditions forcing children to work, and lack of awareness and interest among the children themselves.

Launching a multi-pronged campaign, Radio Namaskar tackled the issue at all levels - counselling sessions with parents, discussions with community leaders, elders, and panchayat members, and enlisting the help of the Education Department’s officials at the block level to bring children back to school. The campaign under the Sarva Shiksha Abhiyan (Universal Primary Education) also resulted in getting a few schools opened in the area as per the stipulated norms. All the intense action on the ground catalysed by Radio Namaskar was reported on the radio, amplifying the message. The radio station adopted 15 villages for intervention and nearly all dropouts returned to school. The programme had a phenomenal success as the government declared 165 schools as the ‘Zero Drop Out Zone.’ In a cascading effect, children from an-

other 150 schools in the area were also motivated to return to school.

Swarna, a 7-year-old Dalit girl was successfully admitted in Class 2 in the Brajabandhu Nodal primary school. As her mother had failed to provide a birth certificate and her father’s name, she had not been given admission earlier. Radio Namaskar invoked the Right to Education and ensured a place for the child in the school.

Thanks to the programme, several children were rescued from child labour - seven children, aged 9-13 years were rescued by the District Child Protection Unit, Puri, and another six children working in garages, hotels, and shops including a couple from neighbouring states who could not even identify their homes. The DCPO became vigilant and proactive and acted immediately on calls from radio reporters. Most of the children were sent back home with warnings and counselling for parents and a couple of them were sent to juvenile homes and admitted in school. One of the most popular programmes in the series was a play Jhumuri Amara Padhiba Patha produced in Daskathia (folk ballad) format that spoke about the importance of education for both boys and girls.

The entire effort stands out for its campaign approach, addressing the issue comprehensively and using radio creatively at various points like creating awareness and reporting stories and successes. There was matching action on the ground like engaging in conversations with various stakeholder groups, invoking child rights through RTE, and galvanizing the DCPO into positive action which ensured success. Community interest and motivation were maintained through events like quiz competitions and setting up students’ clubs in schools, with Radio Namaskar providing a constant information flow back to the community. Radio Namaskar continues to make programmes in this area and extending its reach through narrowcasting and reaching officials through social media. Various government schemes related to education including higher education and skill development are broadcast through the series Yuba Barta (Youth News).

The campaign is an exemplary effort that other CRS’ can learn from for tackling the universal problem of school dropouts.

🔗 Links & Social Media Handles

- https://twitter.com/radionamaskar?lang=en
- http://radionamaskar.in/
Life Education for Youth through Radio

SDG 4: Quality Education

Radio Sagor Giri 99.2 MHz
Sitakunda, Chattogram District, Bangladesh
On Air 23 November 2011
Broadcast 5 hours
15:00-20:00
Languages Bengali and local dialects
Staff Full time: 2  Part time: 2  Paid volunteers: 25
Licensed to Young Power in Social Action, NGO

I did not know anything about menstrual hygiene and felt confused and shy asking anyone as even the elders in my family never talked about it. But when I started listening to Sagor Giri’s programme Esho Jani (Come, Let’s Find Out), I came to know about menstruation and the importance of hygiene. My family members also listen to the programmes now.

Shanta Akhter
Adolescent and regular listener
Radio Sagor Giri is licensed to Young Power in Social Action (YPSA), an NGO which has successfully capitalized on its youth connect. Youth form a sizeable listener group in the areas of Sitakunda, Mirshorai, Sandwip, Hathazari, and Chattogram in Bangladesh.

Education is a central thread running through most programmes on Radio Sagor Giri aimed at youth to bring about awareness, mooting new ideas and perspectives, and teaching new skills and behaviours. Coming from economically poor households, many student listeners have to work part-time to supplement their family incomes as well as their tuition fees.

Radio Sagor Giri collected information through a survey among the youth and approached relevant government departments like youth, social welfare, and women’s affairs and facilitated skill development training in the region. The station has played a vital role in disseminating information about government schemes, training avenues and schedules, and bringing thematic experts to discuss the various aspects of vocation and employment opportunities.

Besides the skill development series, another Radio Sagor Giri’s popular programme on education is Esho Jani (Come, Let’s Find Out) that deals with reproductive, mental, and physical health of adolescents, vaccinations, ill effects of early marriages, evils of the dowry system, and violence against women also touching on many targets of SDG 5, Gender equality.

Ami Bolte Chai (I Want to Say) encourages young people to speak up, fosters leadership skills, and also has a segment especially
targeted at young girls working as domestic help, informing them about their safety and rights.

*Esho English Shikhi* (Let’s Learn English) is a popular aspirational programme for most listeners. Conducted by a RJ and a teacher mentor, the programme takes the shape of a radio lesson with a part that sets the homework and practice drills for listeners. The correct answers and challenges faced are dealt with in subsequent programmes. All the programmes use a variety of formats, giving ample scope for discussions and questions and use music, drama, and locally popular folk formats. The education programmes are made with financial support from the Japanese International Cooperation Agency (JICA).

*Alor Pakhi* (Birds of Light) targets the very young and deals with Mathematics and Science education at the primary level. The programme works as additional support to what children learn in school, adopting a fun and edutainment way of teaching. In the words of Nurusafa, the Primary Education Officer of Sitakunda, ‘Children love entertainment. Whenever they are taught through edutainment, they memorize the lesson easily.’

During the COVID-19 pandemic, when the government started delivering school lessons on television through a special television channel *Shongshod*, Radio Sagor Giri strove to bring these to its listeners through radio, a much more accessible and affordable medium in the community. Taking this holistic view, Radio Sagor Giri created a niche for itself by providing life education to young listeners across different age groups, equipping them with knowledge to lead full and healthy lives.
Enriching the World of the Visually Impaired through Radio

| SDG 4: Quality Education |

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**Radio Surabhi 90.4 MHz**  
Dasapalla, Nayagarh District, Odisha  
On Air 01 May 2015  
Broadcast 10 hours in two slots  
07:00 - 12:00 and 17:00-22:00  
Languages Odia and Hindi/English (occasional)  
Staff Full time: 6 Part time: 6 Paid volunteers: 10  
Licensed to Indian Institute of Education and Care, EDUCATIONAL
Community radio is a grassroots democratic medium for handling genuine first-hand issues and addressing issues in participation with communities. It is owned, managed, and sustained by the community (human as well as financial resources).

Shri Bidyadhar Pradhan
President, Community Radio Management Committee

Social inclusion has been a mandate of the Indian Institute of Education and Care (IIEC) which has been working to create equitable social spaces for differently abled people through a host of interventions in skill development, training, and rehabilitation over the last 25 years. Radio Surabhi, set up by IIEC in the scenic hilly town of Daspalli, has taken on this mandate, using the simple and accessible medium of audio programmes in the field of basic education for its community.

Siksha Surabhi is Radio Surabhi’s flagship programme on inclusive education, focusing on visually impaired children in classes 1-5. Its intervention strategies are based on background research directed at improving accessibility and interest in the study material available to students. The closure of schools and colleges during the COVID-19 pandemic provided a further impetus to the radio station to expand the scope of this programme and provide quality education inputs to students of other classes as well.

Programmes on Mathematics, English, Language and Literature, and Social and Environment Sciences are prepared by content experts and pre-tested before being converted to audio for a better understanding by the visually impaired.

Teacher Subhashree Jena speaks of his experience of tutoring his child through Siksha Surabhi. The student was born blind but was able to undertake most of his jobs himself and was studying in an inclusive school setup. But it was exposure to Siksha Surabhi that helped clear basic concepts and enhanced his skills and motivated him to excel. Recognizing his zest for learning and extraordinary performance, he has also been awarded a scholarship by the local MLA.

Siksha Surabhi’s strength lies in the involvement of the chief stakeholders - teachers, parents, and the students themselves. Parents, teachers, and the children appreciate its joyful approach to learning. Validation of this innovative approach comes from the steps taken by the Odisha School Education Programme Authority (OSEPA) which came on board as a partner to disseminate the programme through its own mechanisms, not having any such inclusive strategies of its own. OSEPA has also instructed all its block and district level coordinators, educational officials, and resource teachers to not only help the
material reach students in their jurisdictions but also report back monthly about their efforts and the number of students reached. The government has also issued a letter to some teacher-experts to develop radio scripts following its inclusive approach.

To further expand its reach, the programmes were shared with all the 16 CRS in Odisha who are also broadcasting them in their areas which was a definite boon during the lockdown when schools were closed. This also helped set in place a network for programme sharing.

Wide following of the initiatives in social media and mainstream media coverage also testify to the station’s creative approach and the popularity of the programmes. Backed by institutional support and government participation, Radio Surabhi continues to make programmes trying to cover the entire syllabi. The radio station has also started another programme series of 500 episodes ‘Let’s Know Our History,’ aimed at college students and candidates taking competitive examinations fulfilling its commitment to inclusive quality education particularly SDG 4.5, Ensuring equal access for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations. Recognizing its contribution to the community, the station head has been invited to join a Round Table on Education by the Australian High Commission.

Social Media Handles

https://www.facebook.com/RadioSurabhi/
https://twitter.com/90_surabhi?lang=en
Mobilizing Community Support for Quality Education

SDG 4: Quality Education
SDG 5: Gender Equality

Radio Rathinavani 90.8 MHz
Eachanari, Coimbatore, Tamil Nadu
On Air 13 May 2013
Broadcast 24 hours
Languages Tamil, Hindi, and English
Staff Full time: 2  Paid volunteers: 2
Licensed to Rathinam Group of Educational Institutions, EDUCATIONAL

Rathinavani, established by the Rathinam group of institutions in 2013 has since its inception kept its focus on addressing various developmental and civic issues in the community. On SDG4, Quality Education, Rathinavani felt that it was important for the radio to understand and tackle inequalities issues with a perspective of inclusion, as SDG 4 stipulated, ‘to build and upgrade education facilities that are child disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.’

Hence, it partnered with NGO Edu Dharma and tried crowd sourcing community support for establishing a community library estimated at a cost of about Rupees 4-5 lakh, especially for girls in its coverage area Mullangadu. Though not far from the city, the social divide is evident in the station’s listening pockets in Mullangadu and Pattiyar Kovil Pathi. Students did not have an enabling environment at home to complete their homework and they could not afford coaching classes and many a time this resulted in their dropping out of school. Girls’ education also needed to be emphasized more.

Thus, when Rathinavani started the radio series, Veliya Vaanga, Kuralai Kudunga (Come Out and Lend Your Voice of Support) in its coverage area, it started addressing both
SDGs 4 and 5, Quality Education and Gender Equality together. Another series Penne, Unnai Ari (Girls, Know Yourself) looked at issues faced by girls like forced child marriages and other reasons for discontinuing their education. The programme series was produced with support from different agencies and through sponsored programmes that Rathinavani has been a part of like those for the Social Welfare Department, UNICEF, CRY, and One-Stop Centre. Rathinavani has also been part of national programme series like Poshan Abhiyan and Bachpan Express addressing issues related to education, health and nutrition, and gender discrimination.

In 2019, after Rathinavani attended the SDGs workshop organized by SMART and participated in the testing of the toolkit, it reflected on the interconnectedness of the SDGs and realized how they could be integrated to create more impactful programmes. The radio brought together partners like ICDS and Edudharma combining their strengths to play complimentary roles in field activities and content development. It also roped in student volunteers from its campus. The radio team also organized eight seminars for its own faculty members, students, and others to mobilize in-house support for the programmes.

The issue of school dropouts was also approached from the perspective of lack of equal opportunities in education. An interesting component of the series was provided by the National Child Labour Project (NCLP), Coimbatore City Officer which helped the radio cover 30 success stories of eradicating child labour in Coimbatore, Delhi, and Indore. Featuring interviews with caregivers, anganwadi workers and government officials, Rathinavani also looked at early childhood development and care and pre-primary educational objectives and broadcast PSAs on these topics creating awareness and interlinkages between nutrition, educational opportunities, and gender discrimination.

Rathinavani is the first radio in the country which while working with its parent institution, has set up an incubation centre for raising funding support for start-ups geared to work in the SDGs’ areas. Young entrepreneurs, engineers, and partner NGOs facilitate the process and help raise funds. The crowd sourced library was one such initiative started in November 2019 that has managed to raise most of the estimated money required. Rathinavani College’s students have come together to mount a public awareness campaign in city buses, besides using social media platforms to reach out and motivate people to contribute for a just cause. The campaign suffered

“With great difficulty, I manage to send my girls to school but they do not have adequate support or guidance at home to complete their homework so if they had to excel we needed something more like a library or something for our community, which Rathinavani is helping with.”

Sudha and Divya from Mullangadu village
a temporary setback due to the COVID-19 pandemic, but Rathinavani expects to successfully realize the vision of a community library soon. Its ability to draw on its partners’ strengths to build a sustainable programme approach stands out as an example of a good practice.

Links & Social Media Handles

- https://www.facebook.com/Rathinavani/
- https://anchor.fm/rathinavani-908-fm-mukesh
SDG Target 3.1
By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.

SDG Target 3.2
By 2030, end preventable deaths of newborns and children under five years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-five mortality to at least as low as 25 per 1,000 live births.

SDG Target 3.3
By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases, and other communicable diseases.

SDG Target 3.4
By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment, and promote mental health and well-being.

SDG Target 3.5
Strengthen the prevention and treatment of substance abuse, including narcotics abuse and harmful use of alcohol.

SDG Target 3.6
By 2020, halve the number of global deaths and injuries from road traffic accidents.

SDG Target 3.7
By 2030, ensure universal access to sexual and reproductive health care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes.

SDG Target 3.8
Achieve universal health coverage, including financial risk protection, access to quality essential health care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

SDG Target 3.9
By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

SDG Target 3.A
Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate.

SDG Target 3.B
Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries, and provide access to affordable essential medicines and vaccines in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibility to protect public health, and, in particular, provide access to medicines for all.

SDG Target 3.C
Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in least developed countries and small island developing States.
SDG 5: Gender Equality

Radio Alfaz-e-Mewat 107.8 MHz
Ghagas, Mewat, Haryana
On Air 12 February 2012
Broadcast 13 hours in two slots
08:00 - 13:00 and 15:00 - 23:00
Languages Mewati and Hindi
Staff Full time: 4  Part time: 1
Licensed to S M Sehgal Foundation, NGO

Working in a conservative and patriarchal society and tackling issues of gender equality is not only a challenging task but also immensely important. The Alfaz-e-Mewat team had to tread cautiously, taking small steps and working subtly, especially when engaging with boys and men in mooting ideas of gender equality in homes, workplaces, and the community in general.

Alfaz-e-Mewat followed a community learning programme (CLP) approach which necessitated a series of formative research steps with different groups in the community including focus group discussions, debates, interviews, and working with different groups for articulating the issue and identifying prevalent risks or negative behaviours and their drawbacks, desired behaviour changes, and the positive outcomes. The discussion points fed into a message matrix, based on which an episode list was drawn up. A number of topics like gender discrimination and gender stereotypes, emotional health of adolescents, sexual harassment, domestic violence, and man-woman dynamics in a marriage came up for discussion. Uncomfortable questions were raised, debated upon, and conflicting perspectives emerged. These were explored in detail in the programme series Kuch Tum Kaho Kuch Hum Kahen (KTKKHK)
(You Say Something, We Say Something), one of the longest and most popular series on Alfaz-e-Mewat. Alongside, the station also explored violence in language, by making a short sponsored series, *Hinsa ko No* (Say No to Violence), which dealt with old and common adages that denigrate women and even sanction violence against them. These were explained and their socially unjust premises were exposed. KTKKHK combined various formats and was backed by a host of community interventions.

One part of the series, a campaign titled *Asha ki Kiran* (Ray of Hope) sought to encourage the community to recognize its unsung heroes and called for nominations of women who had a positive influence on them. Listeners called in with 65 nominations of Mewati women who were teachers, health workers, community elders, and young leaders. These women were celebrated at an event organized by the station on International Women’s Day. This drove home the point in the community that given an opportunity, women can realize their potential and become a positive and potent force for positive change in society.

Another intervention, *Chai pe Charcha* (Discussion Over Tea) was a trust building activity where the radio team involved community groups in discussions around cultural norms and layers of power structures operating...
around them. Once comfortable, the groups became advocates of Alfaz-e-Mewat and shared its programmes in their circles through narrowcasting and brought back feedback to the station. Alfaz-e-Mewat has been addressing different SDG targets such as 5.1, 5.2, 5.3, 5.4, 5.5, and 5.6.

For programmes related to girls’ education and their early marriages Alfaz-e-Mewat collaborated with local schools and NGOs for extending its reach through narrowcasting. The programme itself was undertaken with support from partner NGOs who had both subject expertise and field experience. Creating Resources for Empowerment in Action (CREA) lent programme support and through its Sexual and Reproductive Health and Rights (SRHR) helpline, short audio capsules of relevant radio programmes were made available to callers.

As part of the discussions around gender and sexuality with adolescents, the Alfaz-e-Mewat team held a series of discussions with adolescent schoolboys. In the beginning, the team had to move cautiously, and sought permission from the teacher to address a small group of boys about radio programmes. Initially, the boys were shy and reticent and stared through the almost one-sided exchange. But they opened up slowly and started looking forward to the discussions and participated and contributed to the programme.

For example, one episode featured a radio drama of three adolescent boys, two of who ganged up to stalk the third boy’s sister. The programme triggered intense discussions with older listeners admonishing the youngsters and asking them to refrain from such activities, and the youngsters admitting that they were influenced by films and media which presented such acts as heroic. Most importantly the episode also made the boys voice their anger and troubled feelings when such things happened to their sisters. Thus, Alfaz-e-Mewat started a process of questioning such behaviour through radio.

One of the episodes highlighted and condoned a father who supported his daughter’s education. Several fathers who had pulled out their daughters from school called in during the live hour and spoke of ‘unsafe’ conditions and challenges like lack of transportation that made them pull their girls out of school. The issue was taken up with the administration...
and soon buses were arranged on the school route.

The Alfaz-e-Mewat team recalls how the planned half-hour live programme went on for an hour many times with active listener participation. For the team, a big learning was that radio was able to provide an anonymous and safe space for the community to share its stories. However, a CLP approach to programming was resource intensive and involved working in-depth with small groups over long periods of time. Though the process was difficult to sustain over time for all the programmes, the learnings both for the Alfaz-e-Mewat team and the community were many.

During the process, the Alfaz-e-Mewat teams underwent regular mentoring to handle uncomfortable questions and community reactions and learnt to maintain the station’s autonomy in what went on air. Through their responses community members showed several behavioural changes, most importantly the ability to understand gender equal perspectives.

The programme stands out for its blended approach to programming involving face-to-face community interactions, research-based understanding of issues, and engagement with other stakeholders. Alfaz-e-Mewat’s ability to engage and sustain community participation for building conversations around gender equality makes it an innovative station. For an inward-looking conventional society, it was a big step led by Alfaz-e-Mewat through a series of well planned and executed small steps. A story on the programme titled ‘From Unpleasant Conversations to Meaningful Decisions’ (link below) aptly captures the heart of the series.

**Links**

How community radio is empowering women in the villages of Haryana:

https://www.sundayguardianlive.com/culture/community-radio-empowering-women-villages-haryana

From unpleasant conversations to meaningful decisions:


**Social Media Handles**

https://www.facebook.com/Alfaz-e-Mewat-102558286604114/

https://twitter.com/sehgalfdn/status/123328493057806336

https://twitter.com/sehgalfdn?lang=en

CMS Radio is among the first community radio stations in the country set up at a time when licenses were not open to the NGO sector. Licensed to City Montessori School, known to be one of the largest schools in the world in terms of student strength, it was set up in the Gomti Nagar branch of the intermediate college in Lucknow. Initially, its aim was using the radio to provide educational support to poor and marginalized students. Over a period of 15 years, this mandate has widened to cover other issues of interest to its listening community identified through community interactions.

CMS Radio was part of the first group of CRS’ which helped in developing and testing the UNESCO-SMART SDG toolkit. CMS Radio’s team has been familiarizing itself and the community it serves with SDGs’ targets and regularly uses them to inform its programming.

CMS Radio has been addressing gender issues over the years through a number of sponsored programmes on women’s health and nutrition, gender sensitization for adolescents, addressing issues of school dropouts among girls, and gender violence. What makes the programmes stand out is their novel way of presentation and the call for action that is built into them by linking the com-
munity with steps that it can take to help itself by seeking relevant support and assistance.

In *Hinsa ko No*, a series on gender-based violence, CMS Radio featured stories based on real instances of gender violence which were identified from community interactions and local media reports. The episodes were built around cyber bullying, eve teasing, husbands abandoning their wives, ill-treatment of widows by families, and rape and acid attack survivors. What made the series special was that in each case, CMS Radio featured a real-life story with the victims telling their stories in their own voices.

The trust that CMS Radio had built in the community convinced the women to come forward and share their stories. Many lent their own voices and used their real names. The programmes also featured officials from the Women and Child Department, police, lawyers, and NGOs working in the areas who provided actionable news about the complaint registration, provisions under law, and government schemes for financial support and rehabilitation. Each programme also had an interactive component.

Listeners called in with their queries during the programme or called the station later.

When the SDG toolkit was introduced to our core team and management, they were very excited to execute it as the work could be more focused. The unanimous response was - Let’s do it!.

The CMS Radio team
CMS Radio forwarded the queries to relevant experts who answered them in subsequent episodes.

A particularly impactful programme in the series was that of an acid attack victim, who was willing to reveal her identity and share her experiences, challenges, and her story of hope. She had approached the courts and got government compensation for her treatment and rehabilitation. SHEROES, an NGO that runs cafes across the country employing acid attack survivors stood behind her and she appeared on the show and gave details about its work.

The different helpline numbers announced on the show were also appreciated by the listeners, police, and other help providers. Many listeners shared these helpline numbers and information on how to seek help in their own networks. There was a demand for a repeat broadcast and some listeners recorded the programme during the repeat broadcasts to share it with others in need of help. Some of the experts who featured on the show were the Director of Mahila Samakhya, a psychologist, and a public prosecutor who got back to CMS Radio saying that they had received some inquiries, calls, and cases based on referrals from listeners of the programmes on CMS Radio.

The infrastructure and financial stability that CMS Radio’s parent organization is able to provide, the popularity of the CMS brand that provides it access to other institutions and organizations, the relatively large radio team, and availability of student volunteers work to the station’s advantage. CMS Radio can leverage all these effectively by maintaining a good community connect and producing good quality, impactful programmes.

Links & Social Media Handles

- [http://www.cmseducation.org/crs/](http://www.cmseducation.org/crs/)
- [https://da-dk.facebook.com/cmseducation/groups/?ref=page_internal](https://da-dk.facebook.com/cmseducation/groups/?ref=page_internal)

Awards

National Award for Community Radio
Ministry of Information and Broadcasting, GoI, 2012, Thematic Category
NOIDA has a large number of women in public spaces across all socio-economic segments, be they migrant labourers, women working in various formal and informal industries and software companies or studying in many educational institutions located there. Safety, public transportation, equal wages, and discrimination and harassment issues feature regularly in the media and in public discussions. Gender thus informs Radio Amity’s content, and it has a number of programmes dealing with different aspects of gender equality. Radio Amity takes cognizance of the fact that gender talk is not about involving women alone but making men equal partners in the concerns and discussions thus tailoring its content and addressing both men and women.

However, one of Radio Amity’s popular programmes, named after a popular Bollywood song, is ‘O Womaniya’ which deals with issues of self-awareness and confidence building, adopting a format where listeners share their real-life experiences and successes. Motivational in nature, the show features successful women both in the community and otherwise who share their personal journeys overcoming their challenges of domestic violence, discrimination at home in terms of education and other opportunities, and even dealing with physical and mental health hurdles. Anita, a listener, whose education was stopped after her relocation following her marriage, had to fight a fierce battle to reclaim her right. Inspired by Radio Amity, she not only completed her education but also
found employment as an ASHA worker. She has also become a Radio Amity volunteer and works enthusiastically in all its outreach activities like health awareness campaigns and vaccination drives and participates in the fun and cultural events where she encourages women to express themselves freely through dance and music. The cultural events provide an assured community connect and for the women they are like a first step towards shaping their personalities.

Encouraged and supported by Radio Amity, the women of Raipur village organized an event called ‘Freedom of Expression’ making all the arrangements like tea and snacks, the sound system, seating, and stage decor. For the first time, community women came out and organized an event showcasing their ideas and talent and the men supported them. The women credit Radio Amity for giving them the confidence to pull it off.

Two sisters, Preeti and Payal, from a modest economic background, heard the programmes on Radio Amity during a narrow cast, got interested and visited the studio to learn more about radio programmes. Soon, they started volunteering, eventually producing a show for children. The show became popular, got them employment with an NGO, and also got them an assignment to tutor kids in their neighbourhood earning them appreciation, recognition, and providing a way of supplementing their family income. The proud father called Radio Amity to share their happiness and celebrate his daughters’ success.

The show on women’s empowerment received much appreciation from the community as well as commendations from other civil society organizations working with women like Manzil, Sarwa Hitey, Samadhan, and Samadhan Abhiyan. Both physical and mental health which is closely linked to gender equality is a recurring theme of Radio Amity’s programmes and outreach activities.

Helping women find a voice and taking a stand while sensitizing men to equity and equality issues forms the thrust of Radio Amity’s programming design. The presence of many young people on the campus helps in breaking barriers and easing conversations on Radio Amity.

We need to talk about women and their stories of change. The little steps they have taken should be encouraged and supported. This little move can make a big change.

Pradeep
Listener

Links & Social Media Handles

[www.radioamity.com](http://www.radioamity.com)
[https://www.facebook.com/radioamity107.8/](https://www.facebook.com/radioamity107.8/)
[https://twitter.com/radio_amity?lang=en](https://twitter.com/radio_amity?lang=en)
[https://www.youtube.com/channel/UCGvZCblw9baleYdvVYvzZA](https://www.youtube.com/channel/UCGvZCblw9baleYdvVYvzZA)
Making a Difference in Women’s Lives through Radio

SDG 5: Gender Equality

Radio Mewat 90.4 MHz
Nuh, Nuh District, Haryana
On Air 01 September 2010
Broadcast 12 hours
08:00-13:00 and 15:00-22:00
Languages Hindi and Mewati
Staff Full time: 7   Paid volunteers: 4
Licensed to SMART, NGO

When a region fares low on socio economic indicators of development, women in the communities tend to be worse off than men in education, health, financial and food security, and freedom of choice and expression, reflecting their overall lack of agency. The community that Radio Mewat, located in the aspirational district Nuh serves, mirrors this situation. What compounds matters in this area is that the society is patriarchal and extremely conservative. Often women are restricted to their homes, discouraged from taking up employment, barred from many public places, and excluded from decision making whether at home or in the community. Domestic violence, gender discrimination, and violence are so common that both men and women accept them as normal. A woman moves from the authoritative hold of her father and brothers in her parental home to that of husband and other members in her marital home hardly exercising any control over her life. Furthermore, polygamy, and the threat of a divorce and the stigma attached to it further subdue women.

It is these women who form an important listener group that Radio Mewat engages with to empower them with its interventions, both on and off-air.

A distinct advantage that Radio Mewat’s team has is its astute understanding of the context.
owing to the concerted efforts of its parent NGO SMART which has been working in the region for 25 years. Radio Mewat has been an incubator of ideas and conversations that help integrate the SDGs into the community, especially in a sensitive area like gender equality that challenges many established social and cultural norms. Radio Mewat has several programmes addressing specific targets across SDGs’ goals that address women.

One of Radio Mewat’s most popular and effective programme launched in 2018 was *Hinsa ko No* (Say no to Violence) that addressed the multiple facets of discrimination and violence against women. The programme not only brought the issues to light, but also adopted a solution-based approach by involving relevant authorities and services like legal, medical, and the police including the Women and Child Protection Officer. The District Collector also participated in a series titled *Main Surakshit Hun, Main Azad Hun* (I am safe, and I am free). Case registration and resolution went up with Radio Mewat’s team becoming a signatory to several cases. A clear outcome of the programme was fast tracking the setting up of a one-stop-centre for women in the district. Several cases of bigamy, divorce, maintenance, and dowry harassment were successfully resolved. The approach was so effective that it served as a pilot for a larger project involving 20 other community radio stations in North India supported by the Asia Foundation and executed by SMART.

On the positive side, the series ‘Women in Panchayat’ showcased women role models and emphasized how they can play a positive role in local self-government and ‘Mothers on Air,’ voiced the concerns and opinions of the support groups that Radio Mewat runs. The members are also trained in basic radio production and creating their own content. Women are also encouraged to take interest in their own education, nutrition, and health through these groups.

Another impactful programme that deserves

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“I have been listening to Radio Mewat’s Fayde ki Baat programme from the beginning. It has changed my life a lot. I still remember that the first episode was on how to open a savings account and its benefits. After that I learnt about various government schemes. Earlier I never had any interaction with the bank but now I deposit my savings directly in the bank and I know my money is safe.

Najra from Muradabas
mention is on financial inclusion of women that also touches on SDG 8 and SDG 10’s targets. Radio Mewat and SMART have been working in financial inclusion for which they have also received the SKOCH Order of Merit, when the largely unbanked community opened 45,000 accounts by 2015. However, most account holders were men and when the central government’s Jan Dhan Yojana for cashless transactions was announced people started opening multiple accounts and many of the needy fell by the wayside because of lack of proper identity cards like Aadhar. In 2017, Radio Mewat launched its own online and offline survey, evaluated the situation, and mounted a campaign to reach out to women over the age of 15 years.

A programme series Fayde ki Baat (For your Gain) was launched explaining all aspects of banking, the concept, need, procedure, and benefits. Done in a magazine format the programme included components like a quiz, music, success stories, experience sharing, and challenges faced at home and in banks. Backing up the radio programmes, face-to-face sessions were held and within a year, 25,000 accounts in women’s names were opened. Women started taking an active interest and taking decisions in allied services like insurance, availing of small business loans, and setting up micro enterprises. For
the first time, women’s role in farming was recognized and two farmer groups headed by women were also formed as the community’s women took charge and moved from strength to strength. Shaukat, a tailor put her daughter’s name as the nominee for her account. With their own accounts and identities, several women started availing of benefits from different government schemes available to them.

As with Radio Mewat’s other programmes, even this programme’s integrated approach to an issue, linkages with on-ground agencies to convert ideas into action, and community trust made the programme goal oriented and sustainable. The founder of SMART and Radio Mewat, Archana Kapoor has received several commendations and awards and Radio Mewat has also found a mention in the Limca Book of Records for receiving the highest number of phone calls on its radio based consumer helpline. Radio Mewat was presented with the District Award for spreading awareness and the COVID-19 Warrior Award by the Deputy Commissioner for its commendable work during the pandemic. Every aspect of best practices - relevance, adaptability, innovation, replicability, and evidence – is fulfilled by Radio Mewat.
A strong feature of Radio Namaskar is its ability to form and sustain listener groups. These groups provide a good entry point for community engagement through discussions. Radio Namaskar has over 100 groups each comprising of 15-20 members including men and adolescent girls, but invariably headed by a woman.

Group formation is a challenging task in itself as many times men refuse to join the groups. The groups listen to the radio regularly and sit together each week to evaluate the programmes and give feedback and recommendations for future programmes. Issues of Inequalities were broached in the groups as a topic of discussion. Thereafter, personal interviews were conducted with women, who were either shy or afraid to speak in public. What became clear was that most women were ignorant about their rights, they were neither health conscious nor aware of the various government schemes designed to help and support them. Child marriages were also common in the community.

Based on these insights, Radio Namaskar created a series of programmes on women’s rights, gender discrimination in day-to-day life, and the negative consequences of child marriages. The listener groups were engaged with Radio Namaskar at three levels
Gender Inequalities exists in our patriarchal society where priority is given to male members in a family as compared to female members. Girls have fewer opportunities for higher education, are forced into early marriages, confined to housework, and face many other restrictions. Hence, community women must come forward to empower themselves and these issues need to be addressed through community radio programming.

Radio Namaskar team

they heard and discussed the programmes and provided feedback, they got involved with producing content, and they organized narrowcasting events.

Radio Namaskar got support from local Panchayati Raj Institutions’ (PRI) members, schoolteachers, and SHG groups in raising issues about gender equality. Students’ clubs in schools helped sensitize the young about the perils of child marriages and their consequences. ‘Say No to Child Marriages’ was one of the successful campaigns launched by Radio Namaskar.

One of the most popular programmes in the series was Aajira Nari (Today’s Woman) that tackled a host of gender issues and was
scripted and voiced by women themselves. They spoke about their problems, shared their personal stories, and sought solutions. The series also encouraged women’s economic independence by bringing them information about skill development and career opportunities, linking them with government schemes like Mamata Yojana and MGNREGA. Laws related to gender and domestic violence and women’s rights, found a place in the programme series.

One of the positive impacts of the series was that women took charge of their lives in many ways. Some mobilized protests against alcoholism and even succeeded in having it banned in their communities, the number of child marriages has come down in the community, and women have started taking more interest in their health and in keeping their surroundings clean.

What makes the series special is the community ownership of the programme and its active participation at every step of the production process from identifying an issue to actual production thus amplifying reach through narrowcasting. By becoming more aware of their rights and provisions in the law and government programmes that offer support, the women have also become part of the solution. The holistic approach of airing programmes on different aspects of a woman’s life and the overarching message of valuing a woman’s rightful place in society and not treating the girl child as unwanted makes the programme a harbinger of change.

Rasmi, a 12-year-old student of Class 8 in Nalakana village in Puri district in Odisha was a happy school kid till her parents arranged her marriage with a much older man, a total stranger. No amount of protests deterred her parents and her grandfather, and the girl went into depression. Her aunt Sabita, a member of a listener group and having participated in Radio Namaskar’s programmes, was aware that not only was child marriage illegal, but that it was also fraught with hazards. She took the positive step of calling Radio Namaskar and requested help to stop the atrocity.

On the day of the event Radio Namaskar’s reporter reached the venue with the District Child Protection Officer, anganwadi workers, and a local police station team. The situation was settled after a long tussle and counseling of Rasmi’s parents. Rasmi is happily back in school.

This event assumes significance at various levels. A radio listener club member became a change agent, the radio became a trusted ally to approach in a crisis, and the local authorities cooperated, acting on a call from the radio all because of the partnership that Radio Namaskar had forged with the authorities. The station regularly partners with and shares content with other CRS in Odisha. This makes its programmes both sustainable and replicable.

🔗 Links & Social Media Handles

- [https://twitter.com/rm98_8](https://twitter.com/rm98_8)
- [http://radionamaskar.in/](http://radionamaskar.in/)
A Child is not a Bride - Raising a Voice against Early Marriages

Being part of a large NGO like BRAC which has a huge social development mandate gave Radio Pollikontho (RPK) a head start in terms of accessing background research on various thematic issues. Besides, BRAC is an important partner in many government development programmes, which also gives Radio Pollikontho ready access to government functionaries for involving them in its programmes to provide updated and authentic information on different government initiatives that the community can benefit from. Thus, Radio Pollikontho is able to work in sync with other developmental goals in the country, acting as a catalyst by bringing specific communities into the development fold.

Child marriages, more so for girls is a social evil that different government and non-governmental agencies are striving to end approaching it from the perspective of girl children’s mental and physical health and a gender equality goal as it deprives a girl of the opportunities to attain her potential to live a fruitful life. In keeping with national goals, the district administration of Moulvibazar resolved to make the district child marriage free and Radio Pollikontho got an opportunity to help realize this vision.

Accordingly, it launched several interventions in a campaign mode. These included holding ‘backyard talks’ - discussions in the
We believe in the proverb; actions speak louder than words. In keeping with this we design every programme in a manner where our audience feels encouraged and motivated to raise its voice on issues that concern them. We provide information inputs and clear guidance and directions so that the community becomes empowered to do things on its own.

The RPK programme team

community in small groups like focus group discussions. In these talks, Radio Pollikontho also realized that pushing girls into child marriages was not always an economic issue. It was also a misguided aspirational belief that married girls will have financially secure and socially better lives. The community has many emigrants and the community believed that marrying off their girls to men living and working abroad will augur well for the girls. There was almost a competitive rush to secure overseas grooms for their daughters. This insight helped Radio Pollikontho’s team to tailor its content better.

Usually people are not forthcoming about sharing information related to the marriages of underage girls. So, Radio Pollikontho tried to get stories of instances where these had back fired and the women had suffered on account of early marriages by missing out on their education, suffering ill health, having complicated child births, underweight or premature babies, and a host of other difficulties in adjusting in their marital homes. Thus, listeners could hear real life stories of the negative impact of child marriages. Radio Pollikontho also involved schools and colleges for sensitizing young girls. Through listener clubs, it linked up with other civic youth movements in the area and created a vibrant platform for discussing these issues among the youth.

The government also ran a campaign called ‘A Child is not a Bride,’ and Radio Pollikontho participated in it by running public service announcements. Other gender violence issues were also addressed in these campaigns. Through a community connect, Radio Pollikontho was also able to get information about child marriages and seek the intervention of the police, the administration, and other NGOs to stop them. A sub-group of the listener groups comprising young listeners, called Shishu Shrota, triggered timely action in a particular case where a group member was being coerced into marriage. They
reported the matter to Radio Pollikontho that mobilized an appropriate intervention to stop the event. The elders were counselled, and the girl was gifted a set of books and encouraged to resume her education. The National Children’s Task Force (NCTF), a child rights and protection organization that works in all the districts of Bangladesh also stays connected with Radio Pollikontho and jumps into action whenever listeners provide such alerts.

Radio Pollikontho has been playing a proactive role in preventing child marriages and the community, district administration, and other organizations working on this issue regard Radio Pollikontho as an important ally in preventing child marriages. The listeners act as Radio Pollikontho’s ears and eyes in helping it achieve an important national goal.

🔗 Links & Social Media Handles

🌐 http://www.brac.net/program/community-empowerment/community-radio/

👥 https://www.facebook.com/radiopollikontho/
Women Power on Air

SDG 5: Gender Equality

Radio Purbanchal 104.4MHz
Biratnagar, Pancahli, Morang, Nepal
On Air 27 September, 2007
Broadcast 17 hours
05:00-22:00
Languages Tamang, Sherpa, and Thami, Jirel
Staff Full time: 9  Part time: 4  Paid volunteers: 1

I belong to the Muslim community and am a victim of parda pratha. In this male dominated community, women and girls are under a lot of male pressure to stay behind the veil. We are not allowed to go anywhere and have little freedom unlike women in other communities. Once I was interviewed by Radio Purbanchal’s team who asked me if I was able to switch on the radio. I answered that we generally request our children to switch it on and place it near the kitchen so that we can listen to it while cooking. I was never able to talk about the problems I faced. I would like to thank the Radio Purbanchal team for producing women related programmes. If it had not produced such programmes, I would not be aware of so many women’s problems and their causes. The programmes sensitize people like me who have very little access to education, health, and many other things.

Sufiyana Khatun
Listener, Majhare VDC, Morang
Radio Purbanchal is managed by two dozen women who are part of the station management committee and are supported by 33 community-based organizations in Morang district and the Community Radio Support Centre (CRSC) Nepal. The all-women radio station has been launched to prove that women are no less efficient in any field. Its programming thrust is on rural area-oriented news and investigative programmes. The station encourages women who wish to make a career in the media sector by providing them basic journalism training to become self-reliant and it also plays a constructive role in the community by creating awareness about various issues related to women’s development and empowerment. Some of the women who have completed the training successfully work as Radio Purbanchal’s reporters.

Bitanagar is an area where several people live below the poverty line; it is educationally backward and caught in a conflict which has resulted in the loss of lives, livelihoods, and homes. For the victims caught in an emotional and psychological trauma, the state has not been able to respond adequately and it is radio stations that have brought their plight to light. Women and children are affected more in these situations. After the conflict, women who needed identity cards to travel, work, or even get an education were supported by Radio Purbanchal through its broadcasts. One of its popular programmes is ‘Women and Contemporary Issues,’ a motivational series on successful women based on live and recorded interviews. After the series was aired, the Village Development Committee (VDC) provided some financial support and many women rights activists, women volunteers, and women experts came forward to support the programme. The station has plans of making more such programmes for women’s empowerment.

Samanantar takes a strong position on violence against women as also Hamro Chaso (Our Concern about Women’s Empowerment) which gathers relevant data on VAW, reaches out to women, and investigates and systematically reports cases. Radio Purbanchal provides a safe space for victims of gender-based violence, where they can openly share their experiences and discuss solutions with competent experts. The station has organized a group of 23 women from eight VDCs as support groups to advocate for the rights of women victims. Frequent on-ground meetings and discussions involving different stakeholders are conducted by these groups to provide solutions to the women.

Other popular programmes from a gender perspective includes local news and development programmes like Nasuniye ka Sworharu (Unheard Voices) that focus on the tribal people and Sambidhansabha (Constitutional Assembly), where listeners discuss their expectations and priorities for the upcoming Constitution. Kisanko Chautari is an agriculture education programme.

The uniqueness of Radio Purbanchal’s approach is its effective use of media tools for women’s empowerment. In the training of barefoot media facilitators, the resource persons tackle a number of issues like provision and rights of women in the new Constitution, education, health, reproductive health and childcare, community forestry and agriculture, domestic violence, and child labour. These interactions bring together ground realities, problems, and remedial solutions which form the basis for programmes that the women produce.
Currently, Radio Purbanchal is trying to increase its broadcasting time but is constrained by lack of skilled human resources and adequate financial resources. Radio Purbanchal also plans to add a few more news and entertainment programmes to its portfolio, but women remain at the centre of its functioning and programming.

Links & Social Media Handles

www.radiopurbanchal.org.np

https://www.facebook.com/RadioPurbanchalFm
Mothers Stand for Women through Radio

SDG 5: Gender Equality

CR Marsyangdi 95.0
Besishahar, Lamjung, Nepal
On Air 14 April 2007
Broadcast 17 hours
05:00-22:00
Languages Tamang, Chepang and Magar, Nepali
Staff Full time: 9 Part time: 1
Licensed to Centre for Community Development and Communication

The Centre for Community Development and Communication (CCDC) set up the first community radio Radio Marsyangdi in Lamjung with the objective of establishing people’s right to information by integrating the overall development activities in the district. Starting with four hours of broadcast a day, today Radio Marsyangdi is on air for 17 hours broadcasting local, national, and international news, informative, awareness-raising and entertaining programmes aimed at all ages groups – children, youth, adults, and older persons – spanning a wide range of formats like interviews, discussions, dramas, songs, music, news, and current affairs.

Women are an important listeners group and Radio Marsyangdi has a range of programmes for creating awareness about domestic violence and mobilizing the community to raise its voice against it. It also makes programmes to encourage and empower women who are unable to leave an abusive situation because of financial dependencies. Radio Marsyangdi works closely with mothers’ groups with women’s empowerment as its central theme. Mothers’ groups address issues of health and women’s financial independence and help find gainful employment for survivors of gender violence and
I entered politics when Radio Marsyangdi was established. Listening to the news and programmes broadcast on the radio gave me a lot of energy. At that time, mothers’ groups were being formed and expanded in Lamjung. I was also invited to participate in every programme organized by the radio. Later, I became the chairperson of the district network of mothers’ groups. Although I felt uncomfortable in the beginning when I gave an interview on radio, I gradually became used to it and lost my fear. We broadcast every activity of the mothers’ groups on the radio and have discussion programmes in collaboration with the radio. I have spoken many times on the radio about women’s rights, group development, and political issues. Gradually, I became involved in other social organizations and became active in politics. Now, I have succeeded in becoming the deputy mayor of Besishahar municipality. As a mayor I have participated in programmes, debates, interviews, and discussions on women’s participation in politics, women’s opportunities at the local level, challenges, women’s rights and leadership development, law making at the local level, and development construction. Radio has also played a special role in my leadership development and removing fear from my mind. I will continue to work with and through radio.

Laxmi Adhikari
40 years, Deputy Mayor of Besishahar Municipality, Lamjung

Marsyangdi along with other relevant civil society organizations brings together these programmes to support women. Women’s success stories and experiences are shared on the radio and they act as role models for many other listeners stuck in bad situations.

Rehabilitation of survivors of domestic violence by equipping them with vocational skills that match the demands of the employment market, helping them access decent employment so that they can be financially independent, and overcoming the social stigma of leaving their marriages are thrust areas of the mothers’ groups which are catalysed by Radio Marsyangdi through many of its programmes. Mahila Awaj, is a popular programme broadcast during the women’s festival of Teej by elected women representatives who talk about how women can use the various opportunities and provisions available to them.

The multiple local languages that Radio Marsyangdi broadcasts are to ensure the participation of all communities that have diverse languages, cultures, and interests. With right to information as the central approach, the programmes cover wide ranging topics like agriculture, health, education, environment, good governance, and social justice.
During the COVID-19 pandemic, Radio Marsyangdi has become an important source of information through its programme Corona Saroka which brings vital information to remote rural areas and in places where newspapers do not reach on time.

Radio Marsyangdi has adopted new technologies and is planning more effective information flows through an updated online version of its website, uploading important programmes and digital video content, and making extensive use of social media including YouTube, Facebook, and Twitter.

Links & Social Media Handles

🔗 http://www.radiomarsyangdi.org/

🔗 https://www.facebook.com/Radio-Marsyangdi-100440278365048
Mission: Empowering Women through Radio

SDG 5: Gender Equality

Radio Rudrakasha 104.4MHz
Biratnagar, Pancahli, Morang, Nepal
On Air 27 September, 2007
Broadcast 17 hours
05:00-22:00
Languages Tamang, Sherpa, and Thami, Jirel
Staff Full time: 9 Part time: 4 Paid volunteers: 1

Radio Rudraksha, with its 1,000-watt transmitter is one of the bigger community radio stations in Nepal in terms of the diverse ethnic groups and the geographical area that it covers. It is heard across major cities in Nepal along with many locations around Mujaffarpur in northern Bihar, India. Licensed to the Women Empowerment Mission (WEM), Radio Rudraksha aligns itself with global sustainable development goals. Women, children, youth, and marginalized communities are its target audience, and its programmes seek to provide information and entertainment as per its mission statement. Gender is a major thrust area, and a gender lens is applied to all its development content. The station was part of a four-day leadership training programme for adolescent girls organized by UNFPA as part of an intensive campaign against gender based violence, where it was felt that the media was not giving this area a priority in its coverage. Towards this end, Radio Rudraksha conducted a three-day orientation training programme on reproductive health, sexuality, and youth for 30 journalists, jointly organized by the Ministry of Social Development, Women’s Empowerment Campaign, and UNFPA on reporting on gender and health issues ensuring that the subjects are properly covered by the media.

Jeevan Raksha is a talk show that addresses issues of women’s security and violence against women and gender-based violence which have increased sharply during the COVID-19 pandemic with women stuck at home most
I was listening to the radio programme ‘Save Daughter Raise Daughter’ on Radio Rudraksha one day and on that very day, in my neighbourhood a young girl, the only child of her parents who had hardly been married for six months, was found dead allegedly accidentally burnt by an upturned kerosene stove. What was strange and significant was that all 14 members of the joint family were allegedly out of the house on the day this happened.

I was very afraid but after listening to Radio Rudraksha’s programme I also became aware about harmful traditional practices like dowry in our society. After a week, I felt that I needed to join the rally along with the radio station’s team which was protesting in an anti-dowry campaign. Since then I have been talking with my family and the people in my village about saying no to dowry. I am very impressed by this campaign because it not only educated those who were there in the protest raising their voice for their daughters but also the entire community.

Sunita Das
20-year-old local, Jaleshwor Municipality, Mahottari

of the time with their perpetrators. By coordinating with the police department, Radio Rudraksha has provided accessible police helpline numbers and valuable information released by the police regarding how to get a quick response and rescue if needed and initiating a legal process when called for. Provisions and details of rescue homes have also been covered on the radio. The station also airs PSAs distributed by AMARC on gender issues. Its parent organization WEM receives funding from different UN bodies for its work, which is also being covered on Radio Rudraksha.

During COVID-19, when women entering the country through national borders were placed in quarantine, it was learnt that there was no provision for their security or any special facilities for them when they were kept at a holding centre before being transferred to the concerned municipality. Taking up this issue, Radio Rudraksha has been providing dignity toolkits to women and adolescent girls in its coverage districts of Mahottari, Dhanusa, Sarlahi, Rautahat, and Saptari. The station has also been holding a series of sensitization meetings with relevant authorities.

Radio Rudraksha’s gender based programmes include a drama series Sahaj, produced with support from Antenna Foundation, Milijuli Nepali with support from BBC Media Action, and a daily programme on education Samudayik Radio Pathshala in association with CIN. On ground, this project has provided
education and enhanced the nutrition of 100 girl children from the marginalized Musahar community in Bhataulaiya village in Mahottari district. The support provided includes study materials, school uniforms, mid-day meals, and conducting after school support classes for them. Addressing gender issues through WEM’s activities and broadcasts, Radio Rudraksha reaches a sizeable number of people, especially women making them aware of their rights and helping them exercise these rights.

Links & Social Media Handles

radiorudraksha@live.com
http://www.radiorudraksha.com.np/
https://www.facebook.com/radiorudraksha
Women’s Empowerment through Financial Inclusion

Radio Vishwas 90.8 MHz
Nashik, Maharashtra
On Air 11 August, 2011
Broadcast 24 hours
Languages Marathi and Hindi
Staff Full time: 6  Part time: 2  Paid volunteers: 7
Licensed to Vishwas Dnyan Prabodhini and Research Institute, NGO

Radio Vishwas had been working with the marginalized group of rag pickers and engaging them in different ways in its programmes. The entry point for engaging marginalized women in the community radio comes from the work of its parent organization Vishwas Dnyan Prabodhini and Research Institute which works with groups of women in a cluster of 60 slums in Nashik for its slum development initiatives. Typically, these groups called Vishwa Samitis have about 15-20 members each.

Radio Vishwas was also part of the first group of CRSs’ involved in the development and testing of the SMART-UNESCO SDG toolkit. Post training, it held meetings with the members of Vishwa Samitis, selecting four office bearers to expand the scope of the programmes.

Major gap areas in the community were poor health awareness and uptake of various government benefit schemes and the inability to access institutional financial support because women lacked proper identity cards required for these. Radio Vishwas has been conducting periodic surveys in the area to determine the status of documentation that the women have like ration cards, Aadhar, and PAN cards and whether they have bank accounts in their own names and whether the accounts, if open are active.
The baseline surveys covered many women, over 10,000 surveyed over two years since 2018. What also came to light was that several families had paid so-called agents and touts as much as Rupees 5,000 to get proper documentation, but in most cases, they had been cheated. Thus, financial inclusion, women’s rights, and health and hygiene became Radio Vishwas’ key intervention areas. Community discussions also brought the realization that at some level these issues were interconnected and thus Radio Vishwas took an integrated approach to problem solving. It brought on board different experts from the district administration, financial institutions, the police department, and health officials and doctors to address the multiple issues in the community.

As a first and most important step towards inclusion and claiming benefits, the women were encouraged to get their own identity cards. While the basics of the application process and the importance of having an ID card were explained on the radio, Radio Vishwas was also instrumental in organizing face-to-face camps with local banks and the police where women could apply for Aadhar and PAN cards, open bank accounts, and get their KYC (know your client) verification done. Over a period, some impressive numbers were achieved – 2,890 PAN cards and 1,152 new Aadhaar cards were issued and 250 small savings accounts were opened. Fifty-six BPL accounts and 20 other accounts were opened for receiving benefits under government schemes for women relating to
pensions, insurance, and education like the Atal Pension Yojana, Jeevan Jyot Vima Yojana, and Sukanya Yojana.

Arogya Shakti became the most popular health series and women participated in it by talking about their health problems as well as seeking advice from doctors through phone-in programmes. Subsequently, when a health camp was organized, over 400 women came forward to participate as they had become more conscious of their own health care. Several cases of anaemia and malfunctioning thyroids were detected, which then became topics for more radio programmes.

The overall level of self-awareness as well as the capability to take independent action increased among the women. Lata, a young pregnant woman who was found to be severely anaemic at the health camp, was able to make a few dietary changes and get some recommended medicines and deliver a healthy child. As she had previously opened a bank account and had a small amount of savings in the bank. She felt that many other women, even if they put away small amounts of money were unable to exercise control over it in a household. Participation in the programme not only helped her become aware of her health needs but also empowered her to take positive action and safely deliver a healthy child.

That the women became more aware and better informed also came to light through another incident. A group of people tried to float a quick money scheme in the community, where people were asked to pay Rupees 500 as an initial contribution towards a deposit. The women, now aware of the importance of verification, called Radio Vishwas to inform it about this and asked to see the identity of the promoters. Predictably, the scamsters disappeared and much hard-earned money was saved. This also established a link between the women and Radio Vishwas as their trusted ally. Radio Vishwas continues to make programmes on women’s empowerment through better health and financial inclusion and the interconnectedness of different issues has been a learning for Radio Vishwas. Its programmes span SDGs like zero poverty, health and well-being, gender equality, and decent work and economic growth.

Financial Inclusion is a key element which touches various SDGs’ goals relating to women’s empowerment. Its impact can be tracked and known. It also helps us re-evaluate programme objectives, as necessary.

Radio Vishwas team

Links & Social Media Handles

https://www.facebook.com/pages/Radio-Vishwas/975822525863132
https://twitter.com/radiovishwas908?lang=en
Voice, Visibility, and Recognition through Radio

SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth

Rudi no Radio 90.4 MHz
Manipur, Sanand Village, Ahmedabad District, Gujarat
On Air 26 November 2009
Broadcast 8 hours
09:00-18:00
Languages Gujarati and Hindi
Staff Full time: 4  Part time: 3  Paid volunteers: 3
Licensed to Indian Academy of Self-Employed Women, EDUCATIONAL
Rudi no Radio, meaning Rudi’s Radio, is named after the first woman member of the Self-Employed Women’s Association (SEWA). SEWA is a registered trade union that has been working for the rights of poor self-employed women for five decades. It was setup under the communication wing of the umbrella organization, Indian Academy of Self-Employed Women (IASEW) whose guiding principles are voice, visibility, and recognition for women. Rudi no Radio, started as a weekly show on All India Radio, Ahmedabad in 2005 as an informal chat show hosted by a member addressing rural women. In 2009, a community radio station was set up in rural Ahmedabad covering roughly 40 villages which was run and managed by community women.

With a clear institutional mandate, Rudi no Radio follows an integrated approach to women’s all-round empowerment by creating awareness and opportunities for them and provides research inputs and based on its community leaders and women’s network, the programme content is decided. Rudi no Upavan (Rudi’s Garden) is an umbrella programme that deals with a wide range of topics related to women’s all-round development, mental and physical health, busts myths and superstitions, and challenges many traditional notions surrounding women’s work and gender identity.

The programme that stands out is a series on menstrual hygiene, especially targeting adolescent girls. A prevalent belief in the villages was that menstruation was somehow impure and a woman needed to be isolated during the days of her monthly period, not allowed to enter the main home, kitchen, or places of worship, and worse not allowed to bathe or even given a proper diet. This was a time when the body got rid of impurities, was the general belief. The programme se-

"Community radio is a platform that begins with an opportunity to speak and ends with achievement and empowerment. It is a medium for marginalized communities which is owned by the communities. Thus, it is the most trustworthy and relevant source for achieving the SDGs’ goals.

Namrata Bali
Director, SEWA Academy
ries done with a doctor explained the natural process and dealt with the importance of hygiene and nutritious food. Women, especially young girls, who used cloth rags were explained the importance of washing out the cloth thoroughly and drying it in the sun to get rid of bacteria. Not being a topic that was discussed openly, there was some hesitation initially, but Rudi no Radio, worked through narrowcasting in schools and got young girls to participate and seek advice.

Twenty-year-old Sonal and 18-year-old Asha reached out to the community by sharing their appreciation for Rudi no Radio that provided them proper information about the menstrual cycle and importance of extra hygiene and nutritious food; they became role models for others.

Valuing domestic work in economic terms has been SEWA’s important policy intervention. When asked by Rudi no Radio about what they did many homemakers simply reported ‘not working.’ Picking up from this, through programmes that introduced the concept of my home, my workplace, Rudi no Radio reached out to women, explaining the value of domestic work like tending to the kitchen garden, working in one’s fields, poultry, and household chores like cooking and cleaning in monetary terms making them and their households value domestic work in terms of what it would cost the household to outsource this work for a fee.

Gender equality and economic independence underpin all SEWA’s work. Special programmes on training opportunities for wom-
en and girls and assistance available through various government schemes for setting up small home-based businesses also feature prominently in the series.

Hasumati, a listener who had stopped working after she got married, was motivated to restart an economic activity by picking up tailoring and beautician skills, and is able to make Rupees 5,000 a month offering home-based services. Working through schools and teachers, the programmes are narrowcast and weekly face-to-face interactions are held at Rudi no Radio to sensitize and counsel young women on issues of economic independence, women’s rights, and standing up against early marriages.

Conforming to its institutional mandate, Rudi no Radio continues to make programmes addressing SDGs 3, 5, and 8 and leveraging its expertise of working through women’s groups and local area leaders. It has setup listener groups who work with the station for its on-air and outreach activities.

**Links & Social Media Handles**

- [Facebook](https://www.facebook.com/pages/category/Community/Rudi-no-Radio-2248734348726424/)
- [Website](http://www.radiosewa.org/)
- [Ahmedabad Mirror](https://ahmedabadmirror.indiatimes.com/entertainment/hip-n-hap/10-on-10-for-rudi-no-radio/articleshow/72700587.cms)

**Awards**

- National Award for Community Radio 2012, 2013, 2017, and 2018, most innovative content
Striving to Cross Cultural Barriers for Achieving Gender Equality

SDG 5: Gender Equality

Radio Suno Sharda 90.8 MHz
Gautam Buddha Nagar, Uttar Pradesh
On Air 16 December 2015
Broadcast 12 hours
07:00-20:00
Languages Hindi and English
Staff Full time: 2 Paid volunteers: 3
Licensed to Sharda University, EDUCATIONAL
The role of community radio is covering every nook and niche that is overlooked by the mainstream media. Its path to success is less defined, being very closely related to media habits and its community’s culture. Community radio gives a voice to its people that would otherwise be lost in the cacophony.

The Suno Sharda team

Suno Sharda has a diverse community of listeners—students, professionals, and residents of Greater NOIDA—which is very diverse, covering different social classes and occupations. Suno Sharda believes that gender equality remains a concern across the board, though the issue is articulated in different ways by different groups. It tries to address different issues and audience segments in its programmes. Including women’s voices in the community outside the campus, female sanitation workers on the campus, students, and professionals. The programmes cover diverse topics that concern women, their interests, and challenges including beauty tips, cookery shows, home care, and discrimination faced at home, at work, and in public spaces. As the Suno Sharda team puts it, ‘no issue is too minor or unimportant.’

The Department of Mass Communication undertook a survey on the community’s cultural beliefs, level of technology uptake, and general awareness about health and education and the inputs feed directly into its programme content. The gender programmes are mostly covered by Meri Sakhi (My Friend) which has a chat show format and also covers topics related to women’s health and nutrition. Kanooni Salah (Legal Advice) is another popular programme that covers various laws relating to women and features specific case examples. The university’s legal department provides regular inputs for the programmes and practicing legal professionals appear on the show.

One of the attractive features of the programme is the locally recognizable celebrities that it features giving a message of hope and encouragement. For instance, an actor from Uttar Pradesh who starred in the Netflix film on menstruation Period. End of Sentence, a well-known professor who is a trans rights activist, a young Muslim girl who challenged social norms to become a singing sensation, an IPS officer, a kathak dancer of repute, and successful women politicians have featured on the show, speaking of the challenges that they faced and how they overcame them to be successful. Community women, home makers, women sanitation workers in the campus, and students also share their experiences on a platform aptly titled, ‘Listen Friend,’ which discusses and breaks gender barriers.
As with other programmes, even for this programme the larger community’s voices are included through vox-pops and face-to-face feedback gathered through narrowcasting. Issues like domestic violence, early marriages, and girls’ education are taken up regularly in outreach activities like street plays and programme content is developed on these topics.

Suno Sharda’s strength lies in its vast in-house and on-campus expertise and the contributors to various aspects of the programmes that it is able to use to its best advantage, keeping the programmes varied, relevant, and sustainable.

Links & Social Media Handles

- [https://www.facebook.com/SunoSharda90.8FM/](https://www.facebook.com/SunoSharda90.8FM/)
- [https://www.sharda.ac.in/connect/radiofm](https://www.sharda.ac.in/connect/radiofm)
- [https://twitter.com/ShardaSuno](https://twitter.com/ShardaSuno)
Taking a Holistic Approach to Community Health and Gender Equality

SDG 3: Good Health
SDG 5: Gender Equality

Voice of Azamgarh 90.8 MHz
Anjaan Shaheed village, Azamgarh, Uttar Pradesh
On Air 18 February 2011
Broadcast 10 hours/day
Languages Hindi, Urdu, Bhojpuri, Awadhi, and English
Staff Full time: 3 Part time: 4 Paid volunteers: 15
Licensed to Baig Educational Institutions, Educational

Menstruation is a just like a curse was the thinking in our society. We could not say a single word about menstruation to our parents and friends. When we had pain during our periods, we could not tell our doctors because of hesitation. After participating in this programme, we are more confident and clearer. Now we can talk with the doctor, parents, and friends. We are thankful to Voice of Azamgarh and its programme Full on Nikki.

Nida Khan
15-year-old student
Azamgarh, located near River Tonsh in the Purvanchal area of Gorakhpur division in Uttar Pradesh has seen rapid unplanned growth of town areas and uneven economic growth in the rural precincts. Being economically poor, the diverse communities residing here face a lot of vulnerabilities due to cultural and developmental challenges in the region.

Voice of Azamgarh (VOA), was set up about a decade ago and is serving the rural community that lives in these conditions. Through baseline research conducted with the most marginalized community, Voice of Azamgarh identified gender-based discrimination, violence, lack of education, and denial of rights as issues that needed to be addressed for its largely minority listeners. Nutrition, women and children’s reproductive health, mental health, and discrimination were challenging that the community faced.

Not leaving the men behind and involving them in projects was an important and innovative intervention strategy that Voice of Azamgarh used in addressing health and gender equality issues. Through the different projects that Voice of Azamgarh has worked on, its programming focus has continuously addressed SDG 3, Good Health and Well-being and SDG 5, Gender equality in a very integrated and cross-cutting manner.

In a workshop supported by CEMCA, UNESCO, and SMART, the Voice of Azamgarh team heard about the SDGs’ goals for the first time. Realizing that SDGs 3 and 5 are so inherently woven into Voice of Azamgarh’s goals that it reviewed its work to prioritize issues relating to women’s health and nutrition as the overarching priority.

Voice of Azamgarh’s programme design therefore underwent a major revision, as the internal team’s understanding improved with the toolkit and as it learnt how it could communicate this effectively to its listeners. Community meetings, conversations, and training programmes helped community members to become content producers and engage with several other stakeholders. WhatsApp and other social media tools helped Voice of Azamgarh connect with experts, resource persons, and government functionaries to strengthen its already existing strong network of partners, healthcare providers, and experts.

I am very thankful to Voice of Azamgarh’s programme Right to Choose. It changed my life totally. Before listening to this programme, I used to be very shy and could not reply to anyone. I used to worry about what people would think about me. But now I have gained confidence to speak up.

Fizan Khan
Active listener
practitioners, specialists, and administrators. The improved quality of its programming is the hallmark of Voice of Azamgarh’s long engagement that started with the Department of Science and Technology supported Women’s Health and Nutrition Project that helped Azamgarh’s women to take up issues of inequalities, reproductive health, and violence against women in over 370 episodes. Local issues were brought to the notice of the local administration through dialogues that were aired which helped increase the confidence of listeners.

Background research and data was collected from WHO, UNICEF, and Government of India’s Women and Child Development Ministry’s published material and this research helped identify gaps and planning campaigns. Guidelines issued by the government also helped plan the episodes. Narrowcasting continues to be an important mechanism of reaching remote villages and their views are aired thereafter.

Voice of Azamgarh’s programmes on health and well-being stand out for impacting behavioural change in a community that is largely socially divided: Tan Tan Tandurusti, Sahi Poshan, Desh Roshan, and Mission Corona. Besides this, mental health as a 3-5-minute snippet Jadhu ki Jhappi and a counselling call-in programme broadcast once a month add to the holistic health dimension of the work being done by Voice of Azamgarh. A network of donors has helped sustain these themes which are central to Voice of Azamgarh’s programming focus.

On gender equality too the projects undertaken showcase Voice of Azamgarh’s deep understanding of the social fabric and inequalities that need to be addressed from a rights perspective and its role in empowering girls and women. Its Hinsa ko No programme focusing on violence against women, for example, supported by SMART and Asia Foundation required Voice of Azamgarh to undertake a survey which brought forth the shocking problem of child abuse (boys and girls). Another programme that was supported by BBC called Full on Nikki started in June 2017 and in the six months that the programme was aired, a short additional capsule was also prepared called Full on Azamgarh which covered local issues as short 7-10 minute episodes. The programme became so popular that well after the funding from BBC stopped, both Full on Azamgarh and the format of Full on Nikki has continued as per community demand. Taking a right based approach and involving both boys and girls, awareness programmes were made for teenagers in a lively format.

Involving youth made the programmes very popular including in face-to-face activities in villages. Helping them articulate their fears and addressing questions on self-esteem and sexual and reproductive health issues through open discussions and collaboration the community’s youth played an active role in dramas, jhalkis, songs, and other formats. Boys were also engaged in field projects on gender and health as boys too faced violence and needed space.

The presence of motivating local leaders in the show helped listeners to connect with the show, whether it was the District Collector who shared his life story or the inspiring story of a visually handicapped listener who directly benefitted by doing shows on Voice of Azamgarh and empowered many more to bridge the conservative barriers of girls wanting to take up jobs or studying fur-
Voice of Azamgarh aired 78 episodes from June 2017 to December 2017. Parents, teachers, and teenagers were involved in discussions and content development. With the broadcasting of *Full on Nikki* listeners were able to search for new hopes, thoughts, and joy. Even after the project ended, *Full on Azamgarh* and *Full on Masti* continue to be broadcast on popular demand.

Continuous engagement with listeners through social media links, fan clubs, and targeted audience research that is integrated into the day-to-day programming has kept Voice of Azamgarh’s content development strategy innovative which other CRS’ could learn from. Voice of Azamgarh with its very strong community and stakeholders makes it a very appreciated and popular CRS that strives for excellence driven by community needs.

**Links & Social Media Handles**

Facebook – also used for conducting listener feedback surveys, besides outreach and linking to experts and resource persons:

- [https://www.sharda.ac.in/connect/radiofm](https://www.sharda.ac.in/connect/radiofm)
- [https://www.youtube.com/watch?v=QzudhMRXMvc](https://www.youtube.com/watch?v=QzudhMRXMvc)
After hearing the radio programme on Waqt Ki Awaaz, where a daughter wrote a letter to her father about her desire to study and become something, I slipped a letter into my father’s pocket about my dreams and it changed my life in an unimaginable way. The beatings have stopped, I have completed my school and technical training and am hopeful of getting gainful employment. Waqt ki Awaaz changed my life and the way my family treats women.

Sanju
Avid listener
Waqt ki Awaaz’s approach to gender issues has been initiating conversations in the community with different groups and between groups. Most of its programmes in any area are filtered through a gender lens, building a gender perspective into them whether the programme is looking at agriculture, education, or health and hygiene. Waqt ki Awaaz has been involving youth, parents, other family members, teachers, religious leaders, and village elders in discussions both on and off air for its programmes on gender thus trying to build a gender just perspective.

Waqt ki Awaaz’s programmes cover topics like gender discrimination, challenging stereotypes, girls’ education, and violence against women, how and why it occurs and who is responsible for it and how these can be addressed at different levels - individual, family, community, and institutional support like helplines, legal provisions, and recourse to law. The most important aspect is encouraging women to speak up.

_Mai Kuch Kahna Chahti Hun_ (I Want to Say Something) is a long running series that brings to light issues that girls and women are usually discouraged from talking about, or shy away from speaking about due to their own conditioning. Formative research for the series involved several group meetings and a series of games designed with young school girls in mind like word association where participants said the first thought that came to their minds when topics like early marriages were mentioned. Programme stories were built around these.

One of Waqt Ki Awaaz’s most popular gender series has been the UNICEF supported Bachpan Express, focusing on girls’ education and early marriages. The programme was launched with some fanfare involving the local print media, district administration, police officials, and village leaders. The Deputy Collector announced Waqt Ki Awaaz’s phone number as a contact point for people to report child marriages in their neighbourhood at the launch thus recognizing the station’s work. The number of people who heard and responded to the programme clearly indicates that it resonated with listeners.

Pranjul, a bright, young girl studying in Class 8, was saddled with a lot of housework leaving very little time for her school work. Her brothers and father discouraged her from studying and were not in favour of continuing her studies beyond the high school level. As an avid listener of Waqt ki Awaaz’s programme, Pranjul felt that she too ‘wanted to say something’ but was not sure how to say it to her family. So, she called Waqt ki Awaaz and sought its intervention. The programme team visited her home as part of its community visits, started a conversation with her family, and slowly convinced them about the value of educating girls. Pranjul’s family eventually came round and she was able to continue her studies unhindered.

Sanju, another girl from Rabindrapur village is the older daughter in a family of four siblings and a student of Class 10. Due to some illness and the burden of housework, she failed to clear her exams. The family, which was not in favour of her education, promptly discontinued her studies and put her to work in the fields besides helping with housework. What was worse was that at the slightest provocation her brothers and father would resort to physical violence. Deeply disturbed and stressed, Sanju went into a depression.

But Waqt Ki Awaaz whose programmes she listened to came to her rescue. One of the
programmes was in an innovative format of writing and reading letters from a daughter and father. The daughters’ letters spoke about their desire to continue with their studies and the fathers’ letters were role models where they spoke of how they were proud of their daughters getting a proper education and doing well in school and college. Motivated by this, Sanju wrote a heartfelt letter and slipped it into her father’s pocket. This became an eye opener for her father. On hearing about Waqt Ki Awaaz’s programmes from where Sanju had got this idea, he decided to let her resume her studies and he too became a listener. Gradually, the physical violence also stopped as the family became sensitized to gender issues.

Sanju completed her school and graduated from an industrial training institute and is hopeful of getting some paid skilled work. Later, Waqt Ki Awaaz adopted this popular format for small skits performed at community gatherings. Waqt Ki Awaaz’s team spoke of how people came on stage charged with emotions, often breaking down while sharing their experiences.

Another successful programme is Bekhauf Raah (Fearless Paths) that focused on eve teasing, a serious problem in the community. Fearing ragging and harassment of girls, parents took a number of steps that made lives of young girls unfairly restrictive like sanctions on girls going out, the clothes they could wear, and even banning simple
things like talking or laughing freely in public places. Decent and responsible behaviour became the sole burden of young girls and they were blamed if things went wrong when stricter sanctions were imposed. The programmes centred around motivating the girls, building their self-confidence, and addressing parents to encourage and support their daughters and provide an enabling atmosphere. Made in a variety of formats including drama, dialogue, success stories, and experience sharing the programme had a large number of girls and their parents calling in to speak about the positive changes in their attitudes and lives after hearing the programmes. Waqt Ki Awaaz also collaborated with schools and colleges where other stakeholders also participated to draw attention to the prevailing injustice.

An important achievement of Waqt Ki Awaaz in addressing gender issues has been the way in which listeners have come to regard the station as an ally, a go-to entity, where they find a space to share their problems and concerns and often find an amicable solution. Waqt Ki Awaaz’s gender initiatives have won it several accolades and awards.

**Links & Social Media Handles**


https://shramikbharti.org.in/about-waqt-ki-awaaz.html

https://www.youtube.com/watch?v=UHTuUp7CuyY

https://www.youtube.com/watch?v=o9mrbIQFB_g

**Awards**

- **MANCH AWARD**
  - 2015
- **E-UTTARA AWARD**
  - 2015
- **LADLI MEDIA AWARD,**
  - 2015
- **National Community Radio Award**
  - Ministry of Information and Broadcasting, Government of India, 2018
- **Regional Community Radio Award**
  - Ministry of Information and Broadcasting, Government of India, 2019
Operating in the remote area of Sangli as the sole radio station in a resource poor farming community with low levels of literacy, gives Yeralavani a position of advantage in terms of assured listenership. However, this also places a huge responsibility on the station as it is the only readily accessible information source for a variety of issues. Participation in a radio series focused on women’s health and nutrition supported by the Department of Science and Technology provided an entry point for Yeralavani to identify issues related to women’s health and nutrition through a baseline survey. Many health issues in the community were inextricably connected to issues arising out of gender inequalities. For instance, neglecting one’s own health, girls’ early marriages due to perceptions of girls being an economic liability, preference for a male child that put women through successive pregnancies, and abandoning women for their inability to produce a male child causing emotional distress were all issues prevalent in the community. These gender perceptions disrupted families and created mental and physical health issues for women and children, especially girls.
Yeralavani came up with a bouquet of programme interventions addressing the problems at multiple levels like creating awareness, encouraging articulating the issue, busting myths, superstitions, and misinformation, and providing timely guidance for relevant action. The parent organization's own need-based interventions in the community give Yeralavani access to reliable information and expertise.

Yeralavani produced a drama series on early marriages. During the migration season, families look at bringing a bride into the family as a pair of extra hands to earn. With lack of education and skills for gainful employment, parental families look at the girls as an extra mouth to feed and a financial burden and opt for early marriages for their girls, often below the legal age. Yeralavani presented stories of many women in the community who spoke of their trials as the programme provided them an outlet and assured them anonymity. A visible impact of the series was the case of a young girl, who called up the station and through its timely intervention, got the marriage stalled, at least till she was 18 years of age.

Another impactful story was that of a woman's harassment who was pregnant with her third child; she was a surveyor for the baseline study. As both her children were girls, the husband's family was pressuring the man to remarry if this child was also a girl threatening her that that it was her 'last chance.' But participating in the programme changed her self-perception and the woman decided not to suffer further indignity and harassment. Through Yeralavani and the parent NGO's intervention, she got a job as an ASHA worker and decided to live independently with her two daughters. Around the same time Yeralavani also aired several programmes to counter this genetic misinformation about the woman being responsible for the sex of the baby and experience sharing by other suffering women. On the day of his proposed second marriage, the husband had a change of heart and mind and refused to oblige his parents. The couple was reunited and decided to opt for family planning and stop trying for a male child and learnt to value the healthy children they had. The story also became a motivational, positive role model in the community.

Another alarming practice in the community was young women undergoing hysterectomy operations. This was a way out of ‘inconvenient’ monthly periods and as a solution for even routine reproductive health issues. A series was made about the perils of such elective hysterectomies. After listening to the doctors on Yeralavani, a listener who was advised hysterectomy, called up the station to seek advice and guidance.
Yeralavani also trained a mixed group of young boys and girls in radio production including scripting, interviewing skills, translating into Marathi-Kannada, recording, and editing. Besides learning the technology, the group also developed a healthy respect for each other through better communication. Programmes on different aspects of health, nutrition, personal hygiene, and the value of education and skill development especially for girls also formed part of the series.

What makes the programme series innovative is its cross-cutting approach to gender equality and health, involvement of the community in sharing its stories, and promoting a broader understanding of the issues and examples of behavioural changes that the series brought about. Yeralavani continues to make programmes in this area, which are popular in the community and have good community participation.

Links & Social Media Handles

- https://www.facebook.com/yeralavani.crs
- https://www.centreforsbcc.org/unicef-crs-maharashtra/

Awards

- National Community Radio Award
  Ministry of Information and Broadcasting, GoI, 2014 and 2019
- Akshay Award
  for best programme on TB, REACH, 2015
6 CLEAN WATER AND SANITATION

Gurgaon ki Awaaz
KLE Venudhwani
Pasumai
Radio Kapilavastu
Radio Kotagiri
Radio Nazariya
Sarathi Jhalak
Waqt ki Awaaz
**SDG Target 6.1**
By 2030, achieve universal and equitable access to safe and affordable drinking water for all.

**SDG Target 6.2**
By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

**SDG Target 6.3**
By 2030, improve water quality by reducing pollution, eliminating dumping and minimising release of hazardous chemicals and materials, halving the proportion of untreated wastewater, and substantially increasing recycling and safe reuse globally.

**SDG Target 6.4**
By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

**SDG Target 6.5**
By 2030, implement integrated water resources management at all levels, including through transboundary co-operation as appropriate.

**SDG Target 6.6**
By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers, and lakes.

**SDG Target 6.A**
By 2030, expand international co-operation and capacity-building support to developing countries in water and sanitation related activities and programmes, including water harvesting, desalination, water efficiency, wastewater treatment, recycling, and reuse technologies.

**SDG Target 6.B**
Support and strengthen the participation of local communities in improving water and sanitation management.
Catalysing a Campaign for Water through Radio

SDG 6: Clean Water and Sanitation

Radio Gurgaon Ki Awaaz 107.8 MHz
Gurugram, Haryana
On Air 20 November 2009
Broadcast 22 hours
16:00-14:00
Languages Hindi, Haryanvi, Bhojpuri, Maithili, Garhwali, Kumaoni, Bagheli, and Rajasthani
Staff Full time: 4
Licensed to The Restoring Force, NGO
Access to clean water and sanitation is a challenge for most of Gurugram’s residents, especially poor migrant workers and their families, a sizeable listener group of Gurgaon ki Awaaz (GKA). The main sources of water in Gurugram are rainwater, groundwater, and a canal bringing water from River Yamuna. Rapid urbanization and over-exploitation of groundwater has receded the water table to below 300 feet in most parts of the city. The sanitation system too is overburdened and poorly maintained often leaking into water supply lines. Medical experts say that this has led to wide-scale water-borne diseases, stunting, and skin diseases. With limited access to safe drinking water people are often forced to buy bottled water.

Against this backdrop, Gurgaon ki Awaaz took a decisive step to advocate for better sanitation and better water supply armed with evidence from the ground provided by the community. Thus, these concerns made their way into the hugely popular daily morning interactive programme, Gurgaon ke Haal (State of Gurgaon) where callers shared updates on traffic and local events. During the dry months, there were frequent complaints about water shortages and during the wet months, about water logging, flooding, and contaminated water. While addressing the water and sanitation issues in its live programmes, Gurgaon ki Awaaz realized that without becoming part of a larger advocacy effort, there would be no change on the ground. Thus, were born two symbiotic events both with active community engagement.

Gurgaon ki Awaaz became a founding partner of the Gurgaon Water Forum (GWF) and the collective approached the Gurgaon Metropolitan Development Authority which launched several initiatives. A systematic
mapping exercise of Gurugram’s sanitation network was initiated. It also supported GWF in launching wastewater recycling and grey water re-use in two slum clusters in Gurugram and built check dams in the Aravalli hill range.

Along with the advocacy, a radio series called Pani ki Kahani (the story of water) was also launched. The series was built on a wealth of data that provided listeners with historical information on water levels going back to the 1970s. The programmes spoke about the Aravalli forests and pointed out the recharging zones for groundwater in Gurugram and identified surviving water bodies and what communities could do to preserve these. Listeners were invited to share their memories of Gurugram when it was greener, the groundwater was higher, and the water bodies flowed copiously. Historical data was mapped with people’s memories and data on extraction of groundwater was connected to people’s stories of changing agricultural practices, like a shift from millets to wheat in the 1960s which required huge amounts of groundwater for irrigating the fields.

The Gurgaon ki Awaaz community was involved in sharing stories about water and their struggles with waste water and sanitation. Different groups in various localities were involved in a water-testing exercise to determine the level of total dissolved solids in their drinking water supply. Gurgaon ki Awaaz also collaborated with labour unions’ representatives, skill training NGOs, and schools to take the conversations forward about water to a wider audience.

The call for action in the programmes was for listeners to identify where their drinking water was coming from and to call the station if they wanted their water tested for contamination. Pani ki Kahani resonated with the audience because it brought a wealth of information about Gurugram that is typically not available in the public domain. Gurgaon ki Awaaz’s parent NGO, the Restoring Force, supported a film on Paani ki Kahani (see link) to be used as a conversation starter with schools, colleges, and other interest groups.

What makes Pani ki Kahani different is the seamless link between the radio and on-ground advocacy with the community. The

As a 70-year-old resident of Gurgaon, when Gurgaon ki Awaaz asked me to recall the water situation in my younger days and stories of change that I had seen, it was very nostalgic to talk about bajra and jowar that were grown and recollect that water was never a problem. When we shifted to growing wheat everything changed, the water table went down.

Tejram Kaushik, listener who contributed to Paani ki Kahani
campaign moved the civic administration to take positive action like supporting check dams in the Aravallis and setting up waste water recycling and grey water re-use systems in two slum settlements in Gurugram.

Sometimes it is difficult for a CRS to sustain the level of listener interest in a programme, especially during normal times of the year when there are no pressing issues like water shortages or water logging. But what makes this programme innovative is Gurgaon ki Awaaz’s role as a catalyst in bringing not just better understanding of and appreciation for water and sanitation, but also some positive action by the authorities. Additionally, what is commendable about all Gurgaon ki Awaaz’s programmes is that gender is a cross-cutting lens that informs all content, thus touching on various aspects of SDG 5’s Gender equality targets 5.1, 5.5 and 5A, 5B, and 5C, touching women who have the primary responsibility of filling and fetching water for the family to take an active part in the programme. Gurgaon ki Awaaz is active on social media and has developed an App to reach out to a global audience who keep in touch with their home base through Gurgaon ki Awaaz.
Engaging Multiple Stakeholders in a Clean Water and Sanitation Campaign

SDG 6: Clean Water and Sanitation

Radio KLE Venudhwani 90.4 FM
Belagavi, Karnataka
On Air 06 February 2015
Broadcast 15 hours
06:00-21:00
Languages Kannada, Marathi, and Hindi
Staff Full time: 8 Part time: 8
Licensed to KLE Academy/Society Group of Institutions, EDUCATIONAL

My daughter is 12 years old and I always wanted to tell her about growth changes that occur at her age but was unable to do so. I tune into KLE Venudhwani regularly and I heard a programme on health, where a well-known gynaecologist from Belagavi talked about all the changes that occur during the growth period in a girl child and also explained about menstrual hygiene. It was helpful for me to talk to my daughter. Thank you KLE Venudhwani radio.

A listener earlier the garbage segregation was not being done properly. After the sanitation workers were made aware of the importance of waste segregation and its impact on health, this was appreciated a lot by the safaikarmacharis. This was all thanks to KLE Venudhwani 90.4 FM and now it is a regular feature in our village.

Sujatha Pai
Listener, Kapileshwar village
Belagavi district in Karnataka is surrounded by rivers but due to heavy rains for the last two years people are facing problems of flooding. This brings with it a host of communicable diseases and need for a better understanding of clean drinking water and sanitation issues has become critical. Venudhwani’s parent organization launched a project Swachha Meva Jayate in collaboration with the Rural Drinking Water and Sanitation Department of the Government of Karnataka with Venudhwani as the information, education, and communication (IEC) partner. The thrust areas were safety of drinking water, waste segregation, rainwater harvesting, hand hygiene, and toilet usage. Additionally, menstrual hygiene was added as a component for women and girls’ safety from a health and sanitation point of view addressing SDG 6.

The three-year project started in 2019 and was undertaken in collaboration with the local government. It clearly identified targets and the intended audiences for each issue that it wanted to cover. With the local government as a partner, Venudhwani was able to bring on board relevant line officials like the CEO of the zila panchayat and also district IEC officers, who brought in a wealth of information, experience, and outreach strategies. Real information on government schemes, procedures, and provisions is provided by these officers that add to the credibility of the information that Venudhwani provides to its listeners. For the general health and hygiene part, health officials and doctors contribute to the programmes and gynaecologists discuss menstrual hygiene. School children form an important target group for hand hygiene and menstrual hygiene along with community women.

In a bid to end open defecation, an intensive awareness campaign was launched in the villages regarding toilet use as well as various schemes available for construction of toilets with government support. Information pertaining to the status of toilet construction and its use is regularly collected and aired on Venudhwani which helps track progress and motivate others.

Toilet construction has picked up because of the programmes. The radio component entails broadcasting programmes on alternate days - about 17 in a month while the third Thursday every month is reserved for phone-in interactions where people call in to report both their successes and challenges. Officials are available to answer queries and solve specific problems encountered by the
community. The campaign tagline *Swachha Nila Swachha Jala – Arogya Vagirali Jeeva Sankulana* (Clean Homes, Clean Water - Healthy People, Happy Lives) has caught on and has a very high recallas indicated by the feedback that Venudhwani has collected. The programme format includes interviews, phone-ins, inspirational talks, success stories, and experience sharing by community members. Jingles on the identified themes are broadcast through the day. The other well received parts of the campaign have been on garbage segregation and rainwater harvesting.

Venudhwani proposes to undertake an impact study to quantitatively map the impact of the programme with a formal survey in about 20 villages in its listening area. The survey will be mounted midway through the project, with the help of the National Service Scheme’s (NSS) volunteers. Venudhwani also plans to observe and document the impact of stopping open defecation on health and the provision of safe drinking water or piped water by the end of the project. Welcoming feedback from its listeners, especially for discussing the challenges that they face and triggering some advocacy activities to ensure waste sorting, Venudhwani has been able to bridge the gap between the community and the officials. Venudhwani has also mobilized support from other NGOs and donors to distribute free sanitary napkins and mahila mandal shave helped in making this aspect very popular bringing about a noticeable behavioural change among the users.

Implemented with support from the Department of Rural Drinking Water and Sanitation, District IEC Consultant, panchayat development officers, local mahilamandals (women’s collectives), NSS volunteers, and support from other NGOs and institutions, this programme series stands out as an example of a successful public-private partnership. Besides, collaborations with local bodies make for a better financial and institutional sustainability model for Venudhwani being dependent on occasional sponsored programmes. What Venudhwani has learnt during the clean water and sanitation project is that it can also be applied to several SDGs’ goals. When the community is actively involved it can result in success. Content creation using local talent in the local language as a strategy has added further strength and acceptability to Venudhwani’s interventions. The programme has won all-round appreciation and is hopeful of having a good impact by the end of the project.

**Links & Social Media Handles**

- http://klevenudhwanifm.org/
- https://www.facebook.com/venudhwani/
- https://twitter.com/venudhwani
- https://www.youtube.com/watch?v=0b2TLKEQ3g8
Radio Moots Holistic Approach to Water and Sanitation

SDG 6: Clean Water and Sanitation

Radio Pasumai 90.4 MHz
Dindigul, Tamil Nadu
On Air 10 April 2007
Broadcast 17 hours
06:00-23:00
Languages Tamil
Staff Full time: 6 Part time: 3 Paid volunteers: 32
Licensed to Peace Trust, NGO

We have made sure that the community is aware of the SDGs. We have explained in a simple manner in Tamil that these can also contribute to content planning and project delivery effectively by their active engagement. We have shared our SDG toolkit’s translation with other CRS in Tamil Nadu as a regional representative of the Community Radio Association.

Late Paul Bhaskaran
Station Head, Pasumai
Dindigul is a semi-arid hard rock region dependent on groundwater for both drinking and agriculture. There are no perennial rivers and seasonal rivers like Kudaganaru and its tributaries that are supposed to provide water go dry, or when full the surplus water flows towards River Cauvery not helping to solve the local water problem around Dindigul much. River Kudaganaru has been polluted for several years by a number of tanneries in the river basin near Dindigul town and the textile cloth dyeing industry also sends industrial effluents and chemical waste into the river, besides polluting groundwater as well. Other than this, legal and illegal sand mining further affects the river basin, lakes, and ponds adversely. Further, the rocky aquifers are rendered weak and due lack of other storage facilities, create an acute water shortage for the district most of the time despite it receiving average rainfall.

Though there has been some improvement in sanitation facilities under the Swachh Bharat Mission, the infrastructure created remains underutilized due to lack of awareness and people’s lack of participation in the mission and inefficient water management. Many toilets built in the community as well as in individual homes remain unused. Together, these factors make SDG 6 very critical for the community in Pasumai’s listening area.

Established in 2007, Pasumai has the distinction of being a strong community driven station. Its parent organization, Peace Trust has an UN ECOSOC status and has been closely engaged in promoting SDGs. It has also translated the SDGs’ goals into Tamil and shared them in the community as well as with other CRS in Tamil Nadu.

Pasumai has been part of several discussions on SDG 6. A workshop organized by Fresh Water Action Network South Asia (FANSA) in May 2018 helped it design its own activities on clean water and sanitation better. As an alliance member of the Wada Na Todo Abhiyan, Chennai, the team has also contributed to developing state level SDG goals in coop-
eration with the Human Rights Foundation. With content and updates from Niti Aayog received by the parent NGO as a standing committee member of Government of India’s response to progress in implementing the SDGs, the station’s programmes are well attuned to the targets in this goal.

Two half-hour daily slots, one in the morning and the other in the afternoon, help Pasumai in addressing clean water and sanitation related concerns. The programmes Sutrruchoolal Uлага Thagval (Neighbourhood Events) and Vivasaya Ulagam (Farmers’ World) pertain to farming related water conservation topics like rainwater harvesting, drip irrigation, organic farming, de-silting of ponds, and adopting sustainable agriculture methods. Urimai Uлага Thagaval follows a rights based approach in addressing topics covering various SDGs for promoting the use of toilets both at the community and household levels. Partners like FANSA and Vishwa Yuvak Kendra have played a key role in mobilizing youth support in fulfilling its objectives.

Working with several stakeholders has helped Pasumai reach its targeted communities through radio programmes and by strengthening its outreach activities. The campaign was piloted in two villages, Padiyur and Sirumalai in the coverage area where the community most in need, the home-based weavers live. The involvement of Panchayati Raj Institutions’ members helped in different aspects of the rural sanitation project like toilet construction and de-silting of the water bodies. Gram panchayat members also supported field-based activities.

After the successful intervention in these two villages, other local agencies came forward including the district administration and the joint directorate of Dindigul district to participate in different events that Pasumai organized under various missions like the National Health Mission (NHM), Swachch Bharat Mission (SBA), and the Pradhan Mantri Ujjwala Yojana (PMUJ). For instance, all the villages in Vedasandur block have been supported in building individual toilets. The district administration also gave the necessary instructions to the Panchayati
Raj Institutions’ administrators to be actively involved in community-based activities organized by Pasumai.

Officials were interviewed on radio which created more credibility and confidence among the listeners, which was a key ingredient in the programme’s success. An integrated approach to water and sanitation issues was an important programme design element that brought desired results.

The manner in which Pasumai has been able to orchestrate its air content and on-ground activities and integrate the different missions launched under this goal into its programming has succeeded in consolidating its efforts under different awareness drives. Further, it has made Pasumaian important and integral part of district level plans for clean water and sanitation, where it gets invited to participate in all discussions before local campaigns are launched.

🔗 Links & Social Media Handles

🌐 https://tunein.com/radio/Pasumai-FM-904-s121495/
🌐 http://radio.gjoy24.com/online/Pasumai_FM_904

👥 https://www.facebook.com/pasumaifm/
Mainstreaming a Linguistic Group through Radio

SDG 6: Clean Water and Sanitation

Radio Kapilavastu 104.2 MHz
Dhakkauli, Chetaradei, Kapilavastu, Nepal
On Air 20 February 2011
Broadcast 14 hours
05:00-19:00
Languages Awadhi, Nepali, and Tharu
Staff Full time: 6 Part time: 4
Licensed to Group of Madhesi Women

"When I step out of my house in the morning to get fresh air, the bad smell and the excreta I see makes me sick. I think people defecate on the trails because it is public land. I used to find it very difficult to talk about using open spaces for defecation with my family. But when Radio Kapilavastu produced programmes and shared stories about building toilets I got the courage to stand up, speak out, and share my concerns will all my friends. Today, I encourage my family members and even community people to build toilets. Talking about this, I have earned the nickname Mr Toilet in the community, but I am happy that I am getting my toilet."

Kislawati Devi Raidash
32-year-old local, Mayadevi Municipality, Ward number
Not far from the town of Lumbini, the birthplace of Buddha near the Indian border, is a town called Kapilavastu where 87 per cent of the population is from the Madhesi ethnic group, who speak Awadhi. Without any source of information in their own language, the Madhesi people have never had access to national news which has prevented them from full participation in the democratic process. A group of Madhesi women, mostly members of different action groups like poverty alleviation, health, and education involved in income generating activities to uplift the socioeconomic status of their community came together in 2011 to start Nepal’s first radio station broadcasting in Madhesi.

Radio Kapilavastu not only became a source of information for the community in its own language but also a platform for discussions and debates as well as a focal point for boosting the local economy. The station stands out for its unique management structure, the public support it enjoys, radio clubs, extensive participation of local and dedicated journalists, and above all for its use of Madhesi language in its programmes.

Several programmes focus on women, addressing health, cleanliness, and sanitation issues. The thrust of the programmes is SDG 3, Good Health and Well-being and SDG 6, which relates to ending open defecation and keeping the community water sources and areas around them clean. Radio Kapilavastu received training inputs and reference material from the district health authorities and Antenna Foundation Nepal, before its health and sanitation programmes were launched. The programmes emphasized the construction of toilets as part of the health drive and were aimed at women as they faced more adverse health consequences as compared to men due to lack of toilets. The programme series Jeban ka Lagi Swasthya encouraged discussions about health and hygiene and lack of toilets that intensified the problems that women faced during menstruation and post child birth situations. When Radio Kapilavastu started work, open defecation was rampant and was a complex problem. Radio Kapilavastu organized a feature writing training programme on ‘building toilets to improve health’ that brought out many difficulties that women, especially those from poor and marginalized groups, faced due to lack of toilets. Issues of safety and violence including molestation and rape of women going out to secluded areas, practices like restricting food intake to avoid the necessity of going out late or even unhealthy practices like defecating in a plastic bag and keeping it till it could be properly disposed of, came to light. In some families, the elders refused to share toilets with young daughters-in-law in the house. Based on all these insights, the station created a series called Radio Bahas, produced by young women. As part of this programme, a survey was done on the status of health services and a social audit of health facilities was also conducted through public hearings. Nagarik Swashtya is a programme that reports on the public hearing proceedings over the radio. Radio Kapilavastu also produced a set of 24 jingles on various aspects and aired them repeatedly sometimes as many as 72 times in a day.

Radio Kapilavastu believes that the most remarkable change has been creating awareness about open defecation and how it leads to water contamination and the spread of infectious diseases including cholera. With sustained efforts over time, Kapilavastu’s listening area is near ODF.
Radio Kapilavastu also runs the Sunshine Youth Club, affiliated to the social welfare council and NGO federation of Kapilavastu that has been working in the field of extreme poverty especially for Dalits, Janjatis, women, children, people deprived of basic needs like health, education, and drinking water. It creates awareness and creates linkages with health authorities, social workers, and the community. To help the visually impaired, Radio Kapilavastu also makes educational programmes targeted at those taking finishing school exams.

According to the station’s team, leadership provided by the government, development partners with dedicated professionals, private sector linkages, engagement with civil society, local volunteers, and the media helped it in overcoming the obstacles successfully and achieving the goals of clean water and sanitation in the community. Radio Kapilavastu has received several awards from local administrative bodies like the local municipality and police department for their work against child marriage and other social justice issues.

🔗 **Links & Social Media Handles**


Conserving Springs and Wetlands of Kotagiri via Radio Campaign

**Radio Kotagiri 90.4 MHz**  
Kotagiri, Nilgiris, Tamil Nadu

**On Air** 16 February 2013

**Broadcast** 12 hours  
07:00-19:00

**Languages** Tamil, Kota, Toda, Irula, Kurumba, Baduga, and English

**Staff** Full time: 2  Paid volunteers: 1

**Licensed to** KLE Academy/Society Group of Institutions, EDUCATIONAL

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We have taken a holistic approach in addressing SDG 6 for the restoration of wetlands and other water bodies to ensure clean and safe drinking water for the rapidly urbanizing Kotagiri. Radio Kotagiri helped mobilize community participation and support of various other partners, and we have seen a visible impact of our radio’s role on the ground.

Kannan  
Water conservation volunteer at Radio Kotagiri
Nilgiris’ ecosystem is water resource rich and the Nilgiris plateau forms a catchment area for many adjoining valleys, plains, and river systems. The ecological health of water resources in Nilgiris has been identified as an important goal of Keystone Foundation and Radio Kotagiri. Radio Kotagiri has been working on conversations on clean water, sanitation, and conservation of natural water bodies for several years. Several targets of SDG 6 align with the programmes that Radio Kotagiri has been making and broadcasting especially over the last two years like availability of safe and affordable drinking water, access to sanitation and hygiene for a rapidly urbanizing Kotagiri town to make it open defecation free, focusing on implementing an integrated water resources management, and protecting and restoring water related ecosystems.

As a supporting agency of change Radio Kotagiri has done special programmes on all these topics. It used the SDG toolkit after attending the SMART workshop in Delhi in 2019, to plan various episodes and link them with the Government of India’s schemes. It varied programme mix brings together interviews with stakeholders, specialists, water stewards, sanitary workers, voices of farmers and students forging a great community connect. Broadcasting in multiple dialects to reach the different tribal groups ensures that Radio Kotagiri has a strong local following.

Following a multi-stakeholder approach for creating awareness and increasing community participation, projects have been initiated by its parent organization Keystone Foundation with funding support from HCL Foundation, the Azim Premji Foundation, and other funding partners. Engaging actively with local partners like Clean Coonoor and the Kotagiri Citizens Collective, Radio Kotagiri was able to undertake a massive coordinated, multi-pronged campaign. Other NGO partners who joined hands include the Nilgiris Adivasi Welfare Association and Island Trust, besides schools and colleges, local citizens groups, the Blue Mountain Consumer Club, and the United Nilgiris Conservation Society (UNCS).

Stream bank conservation in Kookulthorai, water security plans in Kotagiri region, and conservation of springs and wetlands in Kotagiri and Aracode regions are some of observable impacts of the campaign testifying that its call to action was successful. Project reports are recorded and documented on the Nilgiris Water Portal https://nilgiriswaterportal.in/.

Radio Kotagiri followed a holistic approach in addressing water and sanitation problems and sensitized the listeners about the importance of ecological balance and sustainability. Over the last few months, many of the programmes pertaining to water body restoration and conservation were found to be popular in a survey that Radio Kotagiri car-
ried out. Outreach activities have also helped in engaging with government functionaries and forest officials for greater advocacy. The traditional knowledge of the tribal groups on conservation and restoration of water bodies and grasslands has also been tapped into to interlink SDG 6 and SDGs 13 and 15 connected with improved life on land.

What stands out as a good practice in Radio Kotagiri’s approach to SDGs as a whole is the way it has pulled together multiple stakeholders, activist groups, and community members to address inter-related goals and also link them with government schemes and provisions that have brought about appreciable changes and observable results.

Social Media Handles

- http://Radiokotagiri.keystone-foundation.org
- https://onlineradiofm.in/tamil-nadu/kotagiri/radio-kotagiri
- https://open.spotify.com/show/41cw8y7TfWkDYEqRa1OM1
- https://www.facebook.com/keystonefoundation/
- https://twitter.com/hashtag/radiokotagiri
# Gatar Paani Kachra – Solving Water Woes through Radio

| SDG 6: Clean Water and Sanitation |

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<th>Radio Nazariya 107.8 MHz</th>
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The community plays a major role in the process of making programmes and its participation is important at every step so that community members become aware of the issues in the community and how to raise their voice through the radio for solutions and becoming harbingers of change in the community.

Radio Nazariya team

Radio Nazariya is located in the densely populated older city of central Ahmedabad amidst a population of 6 lakh. Set up by NGO Drishti which over the last 25 years has been using arts and communication for creating awareness about human rights and grassroots development, Radio Nazariya strives to follow a rights-based perspective for most of its programming. Radio Nazariya was one of the CRS’ which were trained on the UNESCO SDG toolkit developed by SMART at a workshop held in Delhi. Post training, the participants briefed the internal team at Radio Nazariya and shared the toolkit with the other members.

Lack of potable drinking water and an outdated and overburdened drainage system has been a long-standing problem in some of the pockets of Radio Nazariya’s community. Over the years, people have struggled with severe water shortages, contaminated drinking water, overflowing drains, and piling garbage, leading to several health issues especially among children.

Their innumerable complaints to the municipality and phone calls to local ward representatives largely went unheard and unattended. Thus, water and sanitation, an urgent and pressing issue in the community became an important area of intervention for Radio Nazariya, which addresses people’s woes extensively in the series aptly titled, Gatar, Paani, Kachra (Drains, Water, Garbage).

The thrust of the programmes is highlighting these issues in the community at multiple levels. The programme series familiarized the community with other agencies working in the locality to help improve their standard of living vis-à-vis clean water and sanitation.

At the problem articulation stage, teaming up with NGO SAATH and the Urban Management Centre, a technical support unit, Radio Nazariya gathered background information on the state of water and sanitation and prioritized the issue for Radio Nazariya. Its team went on field visits with SAATH and recorded many stories which were mainly about the challenges faced by the community. People spoke of specific local problems like contaminated water, overflowing drains, garbage, mosquitoes, and high prevalence of waterborne diseases (see sound cloud link below). They also spoke of their struggles in registering complaints, the endless follow-ups they had to undertake, and the lack of response from the authorities.

Based on the status reports of partnering
agencies regarding the prevailing situation and community interactions, an episode list was drawn up with specific references to problems in different areas. Alongside a list of the government departments responsible for service delivery as well as experts for addressing the issues was also drawn up. This was then made into a series of programmes and aired on Radio Nazariya. Other activist NGOs working in the field also shared their experiences and advice. Further, for ensuring better reach, the programmes and status updates about the complaints were also shared with listeners via 40 WhatsApp groups created by the NGO SAATH.

As the programmes dealt with specific problem areas, they also made a call for action in the form of encouraging people to segregate dry and wet waste, make calls to concerned departments to demand garbage collection vans, and generally become proactive in sorting out day-to-day issues like demanding cleaner drinking water. Through the programmes, the community also learnt the correct method of registering complaints with the relevant departments in the Municipal Corporation offices, when, and how to follow-up on progress, and how to escalate the issue. The community also realized the value of being heard and took out a rally in two areas where the problems were intense. There was huge participation in the rally which included men, women, youth, the very old, and the very young. Subsequently, the community also formed special cleanliness vigilance committees to monitor progress.

The impact of the programme was seen at different levels, especially in two of the worst affected areas of Shahpur and Nagorwaad in the coverage area. A door-to-door garbage collection system was initiated, and every house received dustbins. A new drainage line and a gutter connection were also put in place for which the residents had been fighting for several years without success. A vacant piece of land that was being used as an unchecked garbage dump was cleared and with help from the government, a communi-
ty managed anganwadi was setup there.

But perhaps the most important and sustainable impact was that the community became conscious of its rights and responsibilities, learnt to raise its voice and approach the civic administration systematically, and demand action to ensure better and cleaner water and sanitation systems.

A major learning for Radio Nazariya’s team working on this programme was that the real problems of the community can only be understood by moving closely in the community and involving its members at every step of programme production and collaborating with the right partners working in the field for producing lasting results. Radio Nazariya continues to make programmes addressing this SDG.

Even though efforts to get officials to come on air were not successful as they were reluctant to take responsibility or be held accountable, many issues got resolved through appropriate action. And even though all problems may not have got desirable solutions, over 14 episodes a process was set in motion, in, by, and with the community. The series stands out as innovative for its hands-on multi-stakeholder approach to the problems and succeeding in making the community take ownership of the programme and work towards collective solutions.
A CRS Consortium Approach to Clean Water and Sanitation

SDG 6: Clean Water and Sanitation

Radio Sarathi Jhalak 90.4 MHz
Hoskote Taluka, Bengaluru Rural, Karnataka
On Air 22 August 2012
Broadcast 10.30 hours in three slots: 07:00-09:30, 11:00-14:00, and 18:00-22:00
Languages Kannada
Staff Full time: 2 Part time: 1 Paid volunteers: 2
Licensed to Sarathi – A Resource Centre for Communications, NGO

About 70 km from the bustling city of Bengaluru is a small semi-rural community radio station in Anugondanahalli village, primarily run by women called Sarathi Jhalak. Since 2012, the radio station has been bridging knowledge and entertainment gaps in the community by covering issues related to women’s health and nutrition, women’s rights and discrimination issues, and discussing water and sanitation issues.

Most of Sarathi Jhalak's project activities are based on the felt needs of the community. Literature, theatre, local issues, and gender form the basic fabric of the content of this very popular radio. Some other issues that the station has covered include environment, health, entrepreneurship, personal hygiene, social welfare, and legal matters. The programmes attempt to encourage conversations and knowledge-sharing among the local population.

In 2015, Sarathi Jhalak did a baseline need assessment survey in the community which helped it identify issues related to clean water and sanitation. Since then, Sarathi Jhalak has been actively engaging with the community, NGO partners, women’s groups, and the local administration to create content on these issues. Team member participated in the SDG workshop in Delhi and realized that
the interventions that it had been engaged in fit very well with SDG 6, Clean water and sanitation. Hence, Sarathi Jhalak is trying to sharpen the focus of some of the issues to tune them with some SDG 6’s targets. In 2016, post a drought year, its campaign Jala Sambhrama Abhiyaana (Save Water, Protect Water Sources) was launched among communities in its coverage area. Being part of the Swachh Bharat Abhiyan ensured that the radio’s episodes were not limited only to sanitation and toilets, but also addressed issues like women’s safety and respect in the community and included menstrual hygiene and reproductive health. The station has also broadcast a number of episodes on sanitation, pollution, dumping of chemical and construction waste, water borne diseases, impact on women’s health, and conservation of natural water bodies aligning its work with many SDG 6’s targets.

After receiving the SDG toolkit, Sarathi Jhalak

As a volunteer street theatre artist participating in the Save Varathur Lake campaign, I was very happy that Radio Sarathi Jhalak interviewed me. Since I have been on air, many of my relatives and friends have recognized my important contribution to the awareness campaign. It has also helped my team get more invitations from schools to perform for them.

Kalavathi and Manu
Street theatre, artist and Sarathi Jhalak, participant
tried to expand the scope of its programmes where small local artist groups performed on issues of clean water and sanitation by bringing in more partners. Sarathi Jhalak now networks with other NGOs and CRS’ in Karnataka and has also received support from the state government. For example, recently Sarathi Jhalak developed a project with support from the Karnataka government’s Rural Drinking Water and Sanitation Department. The project brings together 10 community radio stations in Karnataka to work towards clean water and sanitation integrating it with SDG3, Good Health and Well-being and SDG 5, Gender equality. Sarathi Jhalak has also been selected as the lead IEC partner for the Bengaluru Water Supply and Sanitation Board (BWSSB).

The team’s professional skills and ability to position community radio as a key partner to further the behavioural change agenda is noteworthy. Sarathi Jhalak has played a leadership role in bringing the community radio’s voices as a collective and a key partner in the integrated multi-stakeholder project for achieving SDG 6’s targets.

In support of another local campaign to save natural water bodies, particularly the large lake Varathur and other smaller ponds spread over 750 to 800 acres within its listening area, Sarathi Jhalak enrolled the support of the local residents’ associations in the gated communities. It also mobilized students, local communities, and outsiders to save the dying lakes from plastic and effluent pollution and demanding recharging of the watershed zones to revive the lake. Local artists and radio volunteers performed street plays that caught the attention of the mainstream media to gain further support of local citizens.

Lawyers, farmers, students, activists, State Pollution Control Board officials, and scientists from the Indian Institute of Science shared their views on the programme which helped in the recognition of Sarathi Jhalak’s role as an important voice in lake conservation. Its role in bringing together other CRS’ in the state as a consortium to partner the efforts of the State Pollution Control Board are praiseworthy. Sarathi Jhalak has come to be recognized as a Kannada language resource centre for communication both by the media and development agencies.

Links
https://www.thebetterindia.com/39857/sarathi-jhalak-community-radio-station/
https://milaap.org/fundraisers/savesarathijhalak

Social Media Handles
https://www.facebook.com/SarathiJhalak90.4FM/
https://www.youtube.com/watch?v=SVT4jOmjwY
Using Innovative Programme Formats to Help Issue Articulation

SDG 6: Clean Water and Sanitation

Radio Waqt Ki Awaaz 91.2 MHz
Bairidariyav, Kanpur Rural, Uttar Pradesh
On Air 25 October 2013
Broadcast 10 hours
06:00-10:00, 12:00-14:00, and 18:00-22:00
Languages Hindi and local dialect
Staff Full time: 4 Part time: 1 Paid volunteers: 3
Licensed to Shramik Bharti, NGO

I was unable to talk about the problems I faced using the fields for defecation with my brothers and father. But listening to Waqt ki Awaaz and the response from other listeners, who had toilets built after hearing Waqt ki Awaaz’s programmes, I got the courage and confidence to broach the subject at home. I made my family listen to the programmes. We have a toilet now.

Anjali
22-year-old listener
Located in rural Kanpur, Waqt ki Awaaz (WKA) reaches around 300,000 listeners in 300 villages in a radius of around 20 km. Licensed to Shramik Bharti, an NGO which has been working with rural and urban poor for over three decades with a focus on women and health and hygiene, Waqt ki Awaaz amplifies the mandate successfully.

Community engagement has been Waqt ki Awaaz’s strength which adopts a range of participatory research methods like focus group discussions, in-depth interviews, mind mapping, and problem tree method for drawing up seasonal charts for different issues and working closely with listeners, local health workers, teachers, village elders, and other stakeholders when embarking on special campaigns. Topics are identified through these interactions, the programme’s objectives decided, and episode lists drawn up.

Two series on Waqt ki Awaaz that stand out in its efforts at achieving SDG 6’s goals of clean water and sanitation cover the subjects ending open defecation and keeping the areas around community water sources clean. The ODF campaign Ghar ki Lutiya Khet na Jaibe (GKLKNJ) (The Kitchen Pot will not go to the Field referring the pot of water people carry to the fields for open defecation) was one long running campaign. The programme’s objectives were encouraging open discussions about toilets, highlighting the importance and advantages of having toilets from a health and hygiene point of view, encouraging re-commissioning of toilets that were built but had fallen to disuse, building low cost toilets, financial assistance that people could avail of, and encouraging conversations about menstruation and hygiene issues among young girls and their peers and mothers or elders. To avoid the perils of using the field at night time, the community also practiced a tradition of underfeeding more vulnerable groups like older persons, women, and small children in the evenings. The issues that came to light during community discussions were addressed in the programme.

The programme series GKLKNJ had 29 episodes following a diary format, describing the life of a 25-year-old woman Kiran, who was elected unopposed as the village pradhan. In the diary, she recorded her difficult experiences and embarrassment growing up in a household without a toilet and how she was able to successfully overcome these feelings after her family built an indoor toilet. When the series was on air, Waqt ki Awaaz’s team and volunteers also carried out a door-to-door feedback survey to gauge listeners’ response to the programme. The programme team also tried to meet listeners who called in with positive responses during the phone-in hours.

Interestingly, 12-year-old Tanu, an avid listener living close to the Waqt ki Awaaz station who was the voice of the young Kiran, was living in a household without a toilet. Her mother who realized that her daughter was like a role model felt the irony of the situation acutely. She raised the money and got a toilet built in their house right at the beginning of the series. Around episode 17, which dealt with menstruation, Tanu who had not yet started having her periods, was embarrassed and refused to lend her voice to the programme. But soon after, she started menstruating and her mother encouraged and motivated Tanu to get back on the show.
Examples of success stories because of this series abound. Lakshmi Kant, a resident of Narsuja village called the station to say that after listening to the GKLKNJ series, around episode 7, he realized the difficulties faced by his own daughters and decided to get a toilet built in his house. When the Waqt ki Awaaz team went to meet him, it was greeted by his overjoyed daughters. Anjali, a 22-year-old listener had not been able to broach this topic with her brothers and father directly and she too was a direct beneficiary. On the day when Lakshmikant called Waqt ki Awaaz about his change of perspective, Anjali’s family also bought into the idea. Mahesh, another listener living about 15 km away, not only had a toilet built in his house, but he also called Waqt ki Awaaz to offer free labour for anyone else building a toilet in his village.

Muskan, a young girl who plays the role of Kiran’s best friend in the programme became an ambassador and started advocating good hygienic practices to be followed during menstruation among her friends.

Waqt ki Awaaz has recorded many more positive examples. What was remarkable about the series was its successful call to action and the positive ripples it created in the community. In only a couple of years many villages around Waqt ki Awaaz became ODF, with the station playing an important role as a catalyst.
The second series that stands out is Neer ki Peer that deals with maintaining cleanliness around community taps. With indoor plumbing not available to most, people had to fetch water from common taps. In its community meetings, the Waqt ki Awaaz team realized that many people took the easy way out and indulged in bathing, washing clothes, and also washing children’s excreta at the tap making the area around the taps extremely filthy and a hot bed of diseases. It also made the lives of those living close to the taps unbearable and unhealthy.

What is remarkable about Waqt ki Awaaz is the social capital it has been able to build in the community and the way in which the community engages with the station as a space to discuss and address issues that concern them.

Waqt ki Awaaz also stands out for its application of formative research methods for eliciting community opinions and the creative treatment it gives to the content.

🔗 **Links & Social Media Handles**

- [Facebook](https://www.facebook.com/pages/category/Community/Rudi-no-Radio-2248734348726424/)
- [Website](https://shramikbharti.org.in/about-waqt-ki-awaaz.html)
- [YouTube](https://www.youtube.com/watch?v=UHTuUp7CuyY)
- [YouTube](https://www.youtube.com/watch?v=o9mrbIQFB_g)
SDG Target 7.1
By 2030, ensure universal access to affordable, reliable and modern energy services.

SDG Target 7.2
By 2030, increase substantially the share of renewable energy in the global energy mix.

SDG Target 7.3
By 2030, double the global rate of improvement in energy efficiency.

SDG Target 7.A
By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.

SDG Target 7.B
By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing states and landlocked developing countries, in accordance with their respective programmes of support.
Empowering Village Women through the Radio

SDG 7: Affordable and Clean Energy
SDG 8: Decent Work and Economic Growth

Radio Tilonia 90.4 MHz
Tilonia, Ajmer District, Rajasthan
On Air 09 November 2009
Broadcast 7 hours in three slots
07:00-09:00, 12:00-14:00, and 18:00-21:00
Languages Marwadi, Hindi, and English
Staff Full time: 2  Paid volunteers: as required
Licensed to Barefoot College, NGO

Located in a small village with only 7,000 people, Radio Tilonia is a truly rural radio station established, run, and managed by the communities residing in Tilonia and nearby villages in Ajmer district, where its parent organization Barefoot College has been working for nearly four decades on education, skill development, health, drinking water, women’s empowerment, electrification through solar power, and overall development of the rural people. In the arid zone where life is harsh, Radio Tilonia is a boon for the community, working as an important source of entertainment, information, and knowledge.

Accessed through radio sets and mobile phones, Radio Tilonia enjoys a listenership of 40,000 in its coverage area. Renewable energy is a key intervention of its parent NGO that trains villagers, especially women in installation and maintenance of various solar appliances like lanterns, cookers, and water heaters which are critical in a region that faces poor infrastructure as well as uncertain and inadequate power supply. This work in renewable energy also helps create livelihoods, at once addressing both SDGs 7 and 8, Clean and renewable energy and Decent work and economic growth. Radio Tilonia takes these objectives forward by
We feel proud that as village folk, we have become trainers for people from many countries. Neither language nor lack of formal education was a barrier to learning highly technical work on solar energy technology. Radio Tilonia and Barefoot College are a boon for us women who feel empowered and proud to run a station owned by the community.

Tilonia Radio team
reaching out to more people in the region through its broadcasts and outreach activities.

After learning about the SDGs formally at the training workshop in Delhi, the Radio Tilonia team felt that the toolkit was very useful as it brought together information about various government schemes available in a given thematic area and it came up with several ideas about how to reach out to the community through radio. But in practical terms the usability was limited as neither the community nor the Radio Tilonia team was comfortable with English language. What they did realize, however, was that a lot of work was already being done on several SDGs, especially SDGs7 and 8.

When the station was first setup, its initial mandate was sharing the rich collection of audio-visual and social message-driven puppetry archives that its parent organization had developed with the larger community outside Tilonia. Soon the radio team realized that for strengthening its reach, popularity, and effectiveness, besides sharing existing content, it was also necessary to use new digital tools for better content development, research, and data sharing. The Digital Empowerment Foundation helped the team members comprising local community women learn how to access the internet and identify issues and challenges that they faced. These strategies helped design and develop better programmes both for broadcast and outreach. Over the years, the station has evolved as a fine example of a community led initiative working in many thematic areas of interest and relevance to their lives.

On its journey, Radio Tilonia also mastered the craft of combining field events with better researched content for mobilizing community action. Soon Radio Tilonia started helping listeners with activities like filling out applications for support under government schemes and interacting with officials.
to come to the radio and talk about schemes which increased its credibility and impact. In 2016, a 30-episode series, Ab Ki Baar Mera Adhikaar (This Time My Rights) was created which went on for about a year, for which social activists and thematic experts were invited to talk about people’s entitlements like pensions, rations, and NREGA among other topics related to decent work and economic growth. Another important programme on economic growth was related to skill development in renewable and clean energy where an 18-episode series on training technicians in solar powered appliances was broadcast.

An interesting instance of how a radio programme created attitudinal and behavioural changes occurred during the solar technician training. The lead trainer for the programme was an older woman, a foreigner who did not speak the local language and was staying away from her country and family for over six months to train the local women. When she shared her story on radio and spoke about how much satisfaction she derived from her work and how much appreciation she received on returning back to her country after such successful training trips, it was like an eye opener for many women listeners. Inspired by her story, the women took it as a challenge and decided to participate in the training overcoming their apprehensions about technical work.

Most village women shy away from technology projects, sticking to working on farms or undertaking activities like sewing or other small home-based enterprises. As one-woman trainer summed it up, ‘The feeling was, if an elderly woman living away from her family who is not familiar with the local language, food, or culture, can achieve so much, why can’t we?’ Their thinking underwent a dramatic change after the programmes were broadcast, helping a number of community women to overcome their inhibitions and anxieties and join the training. Many of them have now become solar technology experts and some of them are already involved in project implementation as experts in other parts of the country and even outside.

The Barefoot College initiative has inspired many countries to replicate its capacity building programmes related to renewable energy while the experiences of the trainees who go on to become trainers shared through Radio Tilonia have inspired the local community.

Radio Tilonia’s work has been commended by the District Collector and local media. RJ Arti who participated in a television talent quiz and won the first prize with a substantial prize money of Rupees 4.8 lakh, donated the prize money to the community radio acknowledging the transformational role that Radio Tilonia had played in her life. Radio Tilonia has also won an award for its water conservation related programmes. The station has demonstrated the empowering aspect of radio, especially for simple village women who confidently straddle both the worlds of communication and entrepreneurship.

Links & Social Media Handles


https://edaa.in/site/tilonia-radio

SDG 8.1
Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries.

SDG 8.2
Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labour-intensive sectors.

SDG 8.3
Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro, small and medium-sized enterprises, including through access to financial services.
SDG 8.4
Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead.

SDG 8.5
By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

SDG 8.6
By 2020, substantially reduce the proportion of youth not in employment, education, or training.

SDG 8.7
Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms.

SDG 8.8
Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

SDG 8.9
By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

SDG 8.10
Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance, and financial services for all.

SDG 8.A
Increase Aid for Trade support for developing countries, in particular least developed countries, including through the Enhanced Integrated Framework for Trade-related Technical Assistance to Least Developed Countries.
Hum Honge Kaamyaab – We Shall Succeed

SDG 8: Decent Work and Economic Growth

Radio Gurgaon Ki Awaaz 107.8 MHz
Gurugram, Haryana
On Air 20 November 2009
Broadcast 22 hours
16:00-14:00
Languages Hindi, Haryanvi, Bhojpuri, Maithili, Garhwali, Kumaoni, Bagheli, and Rajasthani
Staff Full time: 4
Licensed to The Restoring Force, NGO

“I tune in to Gurgaon ki Awaaz on my mobile all the time. Soon after I shifted to a company working as a driver, I realized the value of knowing how to access PF and ESI in a radio show that was aired. I personally benefitted by knowing the next steps for action. It was a big morale booster for me as it was the first time that I had got a permanent job with so many benefits.”

A listener
A significant number of Gurgaon Ki Awaaz’s listeners are migrants and minimum wage earners, facing financial challenges in accessing safe housing, food security, healthcare, and education. Among them are a sizeable number of youths who need to be assured of good work and commensurate pay, as well as skill training opportunities that are aligned with the industry’s needs.

Keeping this group in mind and based on its formative needs assessment research, Gurgaon Ki Awaaz initiated two programmes Apna Nazariya Apna Kaam (Our Work, Our Perspective) on entrepreneurship and Hum Hongey Kaamyaab (HHK) (We Shall Succeed) on career counselling. Both the programmes were designed to help the youth in the community acquire the skills that could either help them set up their own small enterprises or get jobs that provided career growth. As the programmes addressed a knowledge gap in the community, they had good listenership among the youth. Gurgaon Ki Awaaz first learnt of SDGs through a workshop at UNESCO in 2016 and soon felt that the programmes could do more than career counselling.

Over time, Gurgaon Ki Awaaz evolved a new format with additional content with its programme series Career Express. This programme focused on providing soft skills that helped employees grow in their jobs. A rights-based perspective was also built in, with details about how to access employee rights.
such as Provident Fund and Employees State Insurance. The programme also announced job vacancies. NGO Agrasar, engaged in skill training for youth for many years, became a key partner for this series.

The next incremental step was taking the programme to those most in need of it and may somehow have missed the broadcast. A series of well-planned narrowcast interventions were added and taken to government senior secondary schools, the Industrial Training Institute, Gurgaon, training classrooms of two NGOs, programme partner Agrasar and Mera Parivar.

The programmes were enriched with inputs from relevant agencies who came on the show, like officials from the Provident Fund Office explained how to manage PF savings, officials from the Employees State Insurance Corporation (ESIC) explained the benefits of ESI and how to access these benefits, educators from IGNOU and NIOS talked about distance learning opportunities and the Principal of a Government Girls College guided listeners about subject selection during college admissions. The programme had a call for action that urged listeners to register for the skill training classes being talked about on air. The most popular programme in this series was on ESI and PF as many of the listeners were struggling to get their dues or did not know how to access these services. The main learning for Gurgaon Ki Awaaz in designing this series was that when it comes to livelihoods and career counselling, it is extremely helpful if the radio partners with an organization that delivers services.

What makes Career Express innovative and effective is its holistic approach to career growth and livelihoods exploring various elements required for entering a satisfying career and growing in it, how to become a lifelong learner and acquire the soft skills needed for sustained career growth. Additionally, what is commendable about Gurgaon Ki Awaaz’s programming is that gender forms a cross-cutting lens that informs all content, touching upon various aspects of SDG 5, Gender equality.

Social Media Handles

https://www.facebook.com/GurgaonFM/
https://www.youtube.com/watch?v=To356cqGf9Q
www.gurgaonkiawaz.in
https://onlineradiofm.in/haryana/gurgaon/gurgaon-ki-awaaz
https://www.thebetterindia.com/84301/gurgaon-ki-awaaz-gurgaon-community-radio/
Breaking the Shackles of Exploitation with the Right Information

SDG 8: Decent Work and Economic Growth

Radio Pasumai 90.4 MHz  
Dindigul, Tamil Nadu  
On Air 10 April 2007  
Broadcast 17 hours  
06:00-23:00  
Languages Tamil  
Staff Full time: 6 Part time: 3 Paid volunteers: 3  
Licensed to Peace Trust, NGO

We speak Saurashtra language and the programmes on Pasumai in our mother tongue helps us understand the issues of weavers and rights-based work. We feel empowered with our active participation in ending slavery like conditions which is a curse for many workers.

Shanti Balan  
A home-based weaver community member, Bharathipuram, Dindigul
The 153 spinning mills in Dindigul employ around 87,400 workers who convert cotton into yarn that is sent to Tirupur where garments are made for both domestic and international markets. However, these important workers in the textile supply chain live in poverty and squalor, either in unregistered hostels or within the premises of the mills. The workers are usually adolescent young girls of 14-18 years drawn from different districts in Tamil Nadu and migrant workers from other states like Uttar Pradesh, Jharkhand, Bihar, Madhya Pradesh, Odisha, West Bengal, Assam, and the north-eastern states.

They work long hours for meagre wages and are often forced to work overtime. Without adequate amenities or accident coverage, or even worker unions to protect them, they face different kinds of abuse and exploitation. Pasumai CRS is closely involved in two key initiatives of its parent NGO, reducing the risks for young workers in the textile industry and an anti-human trafficking drive. A sizeable part of its listening public belongs to the Saurastrian community, originally from Gujarat but settled in southern India for generations who speak their own dialect and are engaged by the saree manufacturers supplying their sarees to north Indian states. Most of the weavers are semi-literate women working in home-based weaving units and exploited by middlemen thus becoming victims of modern slavery.

Pasumai CRS runs a programme series, *Urimaiulaga Thagavalgal* which is a rights based information programme. The series addresses issues of workers’ rights, laws and acts related to child labour and bonded labour, POCSO, interstate migrant workers, and the proposed anti-trafficking bill. The daily half-hour programme also covers topics related to the Organizational Safety and Health Code (OSHC), the Minimum Wages
laws are studied, case studies documented, and progress tracked. This has helped Pasumai CRS develop multi-stakeholder linkages for its programme inputs. Besides an annual district level conference, community groups also convene in villages, raise their demands, and document their proceedings. Pasumai plays a key role in airing these demands making the platform truly participatory. Youth, adolescents, and SHG members participate extensively in these meets. Other partners include the District Social Welfare Department, child protection units, anti-human trafficking units of the district
Radio episodes are made in various formats like features, dramas, interviews, debates, and discussions which throw the spotlight on current issues and occurrences in different dialects as demanded. The programme produced with the full participation of the home-based weavers’ community in its mother tongue Saurashtra is a popular programme as it is owned and produced by the community.

One of the most important changes that Pasumai CRS has seen is that with growing awareness the community’s ability to negotiate and find a voice for accessing its rights has helped it challenge the prevalent slavery like conditions. The programmes are also narrowcast in over 40 villages by the NGO’s network partners making the process of empowerment more visible and replicable. Pasumai CRS fulfils a huge information gap in a large community, which it is able to use for improving its life and work conditions.

**Links & Social Media Handles**

- [https://tunein.com/radio/Pasumai-FM-904-s121495/](https://tunein.com/radio/Pasumai-FM-904-s121495/)
- [http://radio.gjoy24.com/online/Pasumai_FM_904](http://radio.gjoy24.com/online/Pasumai_FM_904)
- [https://www.facebook.com/pasumaifm/](https://www.facebook.com/pasumaifm/)
Improving Ancient Art with Modern Technology through Radio

SDG 8: Decent Work and Economic Growth

Radio Surabhi 90.4 MHz
Dasapalla, Nayagarh District, Odisha
On Air 01 May 2015
Broadcast 10 hours in two slots
07:00 - 12:00 and 17:00-22:00
Languages Odia and Hindi/English (occasional)
Staff Full time: 6 Part time: 6 Paid volunteers: 10
Licensed to Indian Institute of Education and Care, EDUCATIONAL

"I am a regular listener of the programmes based on our folk culture that teach us improved technology, mathematical principles, and marketing skills. I enjoy listening to the programmes as I work. I feel relaxed and motivated. I have been selected to participate in exhibitions and sales in other states and so get to share my experiences in different forums and government programmes like Swachh Bharat, Ama Gaon Ama Bikash, and Gram Swaraj Abhiyan."

Sanju Gadatia
33-year-old, Class 10 pass
Dhokra is a special art of the region that uses non-ferrous materials like brass to create objects of art and household utility practiced by about 300 artisan families forming Radio Surabhi’s listening community. Though the craft is believed to have existed in India for 4,000 years, for the community that has been engaged in it for generations, there have been no qualitative improvements either in their work environment or economic status. Riddled with problems of exploitation by middlemen, poor literacy levels, and an overall neglect, the community locally known as Situlia, is settled in the periphery village in Adakata in Gania block.

The intervention programme series Biswakarma had 270 episodes and was supported by the Australian High Commission, New Delhi. The production was preceded by two months of intensive community mobilization and research. Though the primary focus was on livelihood issues, the series took a holistic view of the life of the artisans, their culture, folklore, and festivals, besides bringing them into the fold of development by linking them with welfare schemes related to their education, housing, and health – provisions hitherto largely inaccessible to the community due to a lack of awareness and agency to claim these for itself. Overall, around 150 adolescents, 80 men, and 70 women were involved in this trade and it is estimated that another 1 lakh people from other villages could be indirect beneficiaries. Narrowcasting of these programmes that people could listen to even as they worked, expanded their uptake.

Adopting the participatory rural appraisal (PRA) technique, the Radio Surabhi team gathered reliable information from the community on the craft, which was used for developing radio scripts in a variety of radio formats like plays, quiz competitions, dialogues, discussions, and interactive mathematics for enhancing learning outcomes. Programmes were recorded both in the field and in the studio. Face-to-face training sessions in radio production like scripting, voicing, and post-production skills of editing were also orga-
nized, keeping in view the availability of the community, without disturbing its workflow to the extent possible.

The thematic part of the series enhancing business and accounting literacy helped community members understand the economies of the trade, calculating costs and profits, and overall financial management. Many real-life stories of deprivation, exploitation, and struggle were featured in the series in the community members’ own voices. The revival of their music, culture, and dialects through Radio Surabhi also helped strengthen the community members’ sense of self and the soft skills of negotiation helped them assert their rights with dignity.

Radio Surabhi also forged partnerships with relevant government departments. Seeing the national and international demand for indigenous crafts, the Odisha Rural Marketing Association came forward to help organize both state and national level exhibitions at multiple locations in Odisha, Kolkata, Delhi, Dehradun, Vadodara, and Indore among others, where the artisans could not only showcase their craft but also reap better profit margins by selling directly to the customers. Leaning on its parent organization’s work on livelihoods, Radio Surabhi also managed to associate agencies like the Odisha Livelihood Mission and the District Rural Development Agency (DRDA) to help take it forward.

A highpoint of the programme came when Chief Secretary, Government of Odisha, the Political Counsellor of the Australian High Commission, and other dignitaries took part in a function, where the District Magistrate and Collector recognized this community, which paved the way for land ownership, admission of their children in schools, and helped them avail other facilities given by the government to economically and socially backward groups.

Though focused on Dhokra artisans, the programmes’ utility, especially financial management skills of costing and accounting, extended to several other artisans like wooden toy makers, goldsmiths, blacksmiths, mask makers, bamboo craftsmen, and terracotta craftsmen who also joined the listener groups.

The programme demonstrates the strength of community radio and how this hyper-local medium can make pointed and positive changes in the lives of small and marginalized communities. While a CRS may not be able to sustain the same level of engagement with different groups without external financial support, the ripple effect it has already created among other vocational groups, abilities that have been enhanced in the community to handle its own affairs and assert its rights and the interests of other government and non-governmental actors in marginalized vocational groups definitely augur well for Radio Surabhi’s future. A firm bridge has been built between the community and Radio Surabhi as it resolves to nurture and retain this perspective and approach to community based programming.

### Links & Social Media Handles

- [https://www.iiec-odisha.org/crs](https://www.iiec-odisha.org/crs)
- [https://www.facebook.com/RadioSurabhi/](https://www.facebook.com/RadioSurabhi/)
- [https://twitter.com/90_surabhi?lang=en](https://twitter.com/90_surabhi?lang=en)
Helping Farmers to find Economic Opportunities through Radio

| SDG 8: Decent Work and Economic Growth |

Radio Sindhu  
Melamchi 2, Sindhupalchowk, Bagmati, Nepal  
On Air 05 August 2007  
Broadcast 17 hours  
05:00-10:00  
Languages Nepali and Tamang  
Staff Full time: 9   Part time: 4   Paid volunteers: 6
Located in one of the most rural areas of Nepal which is prone to disasters and home to about 300,000 people, Radio Sindhu is able to bring community leaders, peace makers, youth leaders, and local personalities’ voices on radio to work for local development. Based on its community composition of Chhetri, Brahmin, and other caste groups, the station broadcasts in Nepali and the local dialect Tamang.

Vocational programmes on biodynamic agriculture designed specially to benefit local farmers were initiated in 2014. The programme’s thrust was on making changes in traditional farming methods by incorporating modern and sustainable techniques including making organic compost, biofertilizers, and pesticide management for reducing chemical residues in agricultural products. The discussions that followed Radio Sindhu’s intervention contributed to increasing employment opportunities at the local level and improving the occupational safety and health of the local community and farmers by raising awareness about the impact of pesticides. Over 30 farmers benefitted locally, like Srinath Kewat, one of the participants from Sindhupalchowk. Before the project he was a marginal farmer living below the poverty line, heavily dependent on chemical pesticides, but using the new information he was able to enhance his vegetable production, generate market demand, and increase his yields. He is now recognized and respected as a commercial vegetable producer in his village.

Community engagement has been Radio Sindhu’s strength and it undertakes programmes to ensure that the community’s voice is heard in all matters that affect them. Radio Sindhu is presently in discussions with
BBC Media Action and OXFAM and working with the local administration for conducting public hearings where listeners will get an opportunity to express their thoughts in programmes. Public hearings will help build listener engagement and trust. Several SDGs’ areas like income generation, gender discrimination, trafficking, migration, health, and education will be addressed through these hearings.

Radio Sindhu also organizes programmes in school premises for high school students in Classes 8, 9, and 10. Specific training programmes for community radio journalists have also helped greatly in linking the community’s farmers with the radio.

One of its popular programmes, Esthaniya Sarokar (Local Concerns) is a unique radio programme which addresses concerns of the local communities. The programme’s chief objective is highlighting different kinds of problems and challenges that the community faces and bringing them to the notice of local administrative bodies. Radio Sindhu’s anchors facilitate dialogues that help overcome mutual distrust and build goodwill. In several cases, issues have been resolved peacefully with Radio Sindhu’s intervention.

Links & Social Media Handles

https://www.facebook.com/radiosindhu
Radio Active
Radio Dhading
Radio Gurbaba
Rathinavani

SDG Target 10.1
By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

SDG Target 10.2
By 2030, empower and promote the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

SDG Target 10.3
Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

SDG Target 10.4
Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.
**SDG Target 10.5**

Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations.

**SDG Target 10.6**

Ensure enhanced representation and voice for developing countries in decision-making in global, international, economic, and financial institutions to deliver more effective, credible, accountable and legitimate institutions.

**SDG Target 10.7**

Facilitate orderly, safe, regular, and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies.

**SDG Target 10.A**

Implement the principle of special and differential treatment for developing countries, least developed countries, in accordance with World Trade Organization agreements.

**SDG Target 10.B**

Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, small island developing States and landlocked developing countries, in accordance with their national plans and programmes.

**SDG Target 10.C**

By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent.
Creating a Space that has a Place for Everyone

When my mother went to fill water, I went to her cupboard, tried to fit in desperately in her undergarments, her blouse, and her petticoat and tried frantically to drape her saree around me! I was scared the door might open any minute... or my nosy neighbour might walk in, but I was desperate to complete the ritual. I put on cheap jewellery but could not wear the kajal... and then I heard footsteps... I tried hard to remove the clothes and pretended I was changing my school uniform. My heart was in my mouth! What did I just do? Who am I? I wanted to talk about it... without revealing my identity... What do I do?

Excerpts from Yaarevaru a series on gender identity, rendered in a diary format
A cursory look at the languages in which Radio Active broadcasts speaks not only about the diversity of its community but also reflects its inclusive policies and efforts, an essential step towards ‘reducing inequalities of outcome, irrespective of age, gender, sex, disability, race, ethnicity, origin, religion or economic or other status as articulated by targets 10.2 and 10.3 of SDG 10 Reduced Inequalities’. Radio Active is widely appreciated in the community radio sector for its exemplary inclusive programming involving different minority groups, helping them build an identity for themselves and claiming a slot on the radio to tell their own stories. The station and its staff members have been recognized and awarded at various national and international forums.

Two of Radio Active’s sustained initiatives revolve around marginalized socio-economic groups of waste workers and the trans-gender community. People from both these groups run their own regular slots on radio, with complete autonomy in choosing a topic, scripting it, voicing it, and giving it the shape they want.

A chance meeting that Radio Active’s co-founder had a decade ago with the founders of Hasiru Dala led to the identification of a community that was marginalized and invisible, yet performing a major task of keeping the cities clean. The first task that Radio Active got involved in was mapping waste pickers in its coverage area and holding monthly meetings with them. While the meetings also led to programming in a whole different thematic area of sustainable cities, an important takeaway from the meetings was the need for waste pickers’ voices to be heard and a platform for them to speak in a dialect of their choice about issues that concerned them.
Warming to the idea, the group decided to start a series and called it Kasa Shramika Parisara Rakshaka (Waste Pickers are the Saviours of the Environment). Capacity building workshops for radio production and presentation were held and the show was launched. In 2012, two community representatives, Salma and Siddiqi, went on to earn the distinction of becoming the first RJ couple anywhere from the informal waste workers group. The programme has moved from strength to strength, with over 1,800 episodes in thematic areas including occupational hazards, substance abuse, waste management, cookery shows, and local festivals - a veritable ‘you name it, we got it’ basket of offering.

Currently, along with Salma and Siddiqi, there are several other waste worker RJs who host shows regularly. What makes this a commendable inclusion effort is that for the first time ever in the country, voices of this occupational group are being heard and they have secured a foothold in a democratic media space to create their own stories about things that affect and challenge them, or even amuse and entertain them, building a solidarity and identity for themselves. The programme space has also become a site of interest for academics, journalists, students, activists, and policymakers. Radio Active invests deeply in building capacities of marginalized groups to script, record, edit, and broadcast their stories, making it a sustainable effort, rather than a one-off novelty feature.

Another major area of equal opportunities for a disadvantaged group has been the station’s work with HIV/AIDS. Beginning with a group of volunteers led by a social activist in 2009, Radio Active started broadcasting a weekly radio drama to raise awareness about HIV/AIDS, which became a series produced with the involvement of other stakeholders like NGOs working in the area and People Living with HIV/AIDS within a year, busting the myths associated with the disease and the social hostilities encountered by those suffering from it.

Walkathons were organized as ground awareness generating activities and film festivals were curated. Over the years, more and more content and outreach activities were added to the programme. Every aspect of the condition, symptoms, treatment sources, spread, methods of transmission, and prevention of HIV/AIDS were covered. The station continues to cover the subject comprehensively, adding to the series a significant component of other health issues like tuberculosis. An important aspect of the campaign has been on-ground interventions by the Bangalore HIV Forum. The programme closely engages
trans-people considered to be a particularly vulnerable group in an unprecedented manner.

Walking the talk, Radio Active employs transgender RJs, who have become very popular and also integrates them in all technical and thematic areas of programme production, not limiting them to any one aspect of radio. In the words of one of its celebrated RJs, Priyanka, ‘From being publicly shunned and humiliated to being accepted and accorded a celebrity status, I have come a long way.’ Stigmatized by society, disowned by family and neighbours, alienated by schools, harassed by the police, and stereotyped by the mainstream media, the transgender community in Bengaluru was at last able to raise its voice and establish its identity by creating its own media space.

Other marginalized and vulnerable groups that the station has been working with include people with disabilities, occupational groups like sex workers, auto drivers, street vendors, construction workers, garment workers, manual scavengers, migrant workers, and senior citizens. This list keeps growing as word gets around that Radio Active is a safe and free space. Different interest groups find a space to connect with their ilk and tell their stories the way they want to. The station also broadcasts in Assamese, Khasi, and Manipuri-Meitei. Its programmes include celebrating festivals and cuisine, popularizing the north-east’s clothes, and featuring musicians and fashion bloggers in association with well-known theatre and arts people.

A clear strength of Radio Active is building partnerships with stakeholders, mobilizing communities of interest, fostering ownership of the radio space, and linking Radio Active to other discussions, be they academic discourses or activist interventions. The programme’s philosophy and approach has received widespread attention from all quarters, earning Radio Active a place as an important contributor to conversations on inclusion, giving a voice to the voiceless.
+ **Links**

https://www.youthkiawaaz.com/2017/06/i-found-respect-for-northeast-culture-here-radio-active-community-radio-station/
https://www.thehindu.com/news/cities/bangalore/the-voices-behind-radio-active/article19146226.ece
https://radio-active.in/2017/10/01/northeastkiawaaz-with-rj-catherine-kiki-tells-us-all-about-mizo-culture/

**Social Media Handles**

@radioactive90.4
@RadioActive90_4
radio_active_90.4mhz
https://soundcloud.com/radioactivecr90-4mhz
Radio Active 90.4 MHz
https://radio-active.in/
https://comedialab.in/topic/updates/page/4
Located in Dhading, the only district in Nepal which is spread from the mountains of Ganesh Himal to the valleys of Terai (Chitwan), Radio Dhading covers an area of nearly 2,000 km housing a population of 400,000 with its 500 watt transmitter. Since its inception, Radio Dhading has been striving to empower its diverse rural and urban listeners, spanning different linguistic groups and social vulnerabilities by campaigning for their rights. In 2018, Radio Dhading’s team attended a training by the Antenna Foundation of Nepal on Enabling Sustainability of Radio after Emergency (ENSURE), which further deepened its inclusive mandate.

Post training, Radio Dhading changed its news format to include women, persons with disabilities, the Adivasi Janjatis, Dalits, and other disadvantaged groups. Women’s issues, especially dealing with discrimination, oppression, and violence is a recurrent theme in its programmes that have a huge following. Hamro Shayatra is one such weekly programme that deals with challenges faced by single women. Radio Dhading has helped a single woman evicted from her village on charges of practicing witchcraft, to get justice by highlighting the topic in its programmes.

Swasthya Jiban deals with women’s reproductive rights. Highlighting the example of
When I heard about the tailoring training programme on the radio, I seized the opportunity and enrolled for the programme. The year-long training was free and taught me to mend, repair, and sew clothes. Now I make women and children’s clothing. It is important for everyone to become financially independent, and this is more crucial for women like us as we are more vulnerable. Once I gain more experience, I want to train women in my village, especially women like me who are physically challenged.

Pramila Sherpa
24-year-old listener, a person with disability, Dhading

Hem Kumari Chepang from the region who was married at age 12 and has gone through 27 pregnancies over 30 years resulting in severe debilitating illnesses and a hysterectomy, women are encouraged to understand and stand up for their health and rights. Harit Awaaz campaigns for forest protection and Krishi Chautari helps mobilize small and marginal farmers to organize around better practices. Instances of atrocities on minorities like Chepang and Dalit communities when their homes were torched were covered by Radio Dhading to crystallize public awareness and opinion. Radio Dhading is an avenue for raising voices against social injustices and brokering peace. Legal awareness and provisions for victims of various forms of discrimination are covered in the programmes to bring about a better understanding of civil rights.

Nearly extinct folk instruments and music practiced by small groups like the Khanjedi hymn are encouraged and have been revived by Radio Dhading through the Panchayat Baja and Bhajan Preservation campaign. The youth organize competitions around this music. Breaking away from the mainstream focus on political news, Radio Dhading lets it listeners set their own agenda for news by covering issues that are important and relevant to them. Radio Dhading also streams its news on the digital media and uses social media extensively.

During the COVID-19 pandemic, Radio Dhading was an important source of reliable information for its users, bringing them vital information in their own dialects, ensuring that different linguistic groups unreachable by mainstream media had access to critical health and safety information. Over the years, Radio Dhading has won numerous awards and accolades for their work from Nepal Federation of Journalists, civic authorities like the regional agriculture department, disaster management authority, and other civil society organizations.

Links & Social Media Handles

https://www.facebook.com/radiodhadingnew
http://www.radiodhading.org/
Connecting Tharu Community through the Radio

SDG 10: Reduced Inequalities

Radio Gurbaba 106.4 MHz
Bansgadi Municipality, Bardiya, Nepal
On Air 26 January 2008
Broadcast 10:30 hours
05:00-16:30
Languages Tharu and Nepali
Staff Full time: 6   Part time: 7   Paid volunteers: 14
Located in Bardiya, Gurbaba FM is an indigenous community radio which reaches the largest number of Tharu community members in Nepal. More than half the population in Bardiya is from the Tharu community; they are economically, educationally, and politically backward. Radio Gurbaba targets this community and is able to reach around 120,000 people through its 500-watt transmitter. About half the programmes are broadcast in Tharu language and the remaining in Nepali language. The main strength of Radio Gurbaba is the Tharu community’s engagement and it prioritizes Tharu culture and language in its programmes. The Tharu people have been organized through the Tharu Alliance, which handles most local development issues based on indigenous rights accorded to the Tharu people by the Constitution and this forms an important base for Radio Gurbaba’s content. Local NGOs like Prachin Srijansil Aadibashi Samaj also partner with the station for developing content.

Radio Gurbaba covers a range of topics including education, agriculture, political programmes, news, culture and festivals, music, special programmes for the youth, and health. One important programme is Yuwa Sarokar (Youth Issues). The station places a lot of emphasis on youth as they are the current workforce and future drivers and change agents of the community. As many young people leave the country for employment opportunities, Radio Gurbaba tries to mobilize youth around economic activities in their own places by creating linkages with relevant local bodies and requests local bodies for support. Youth musical programmes and political talks are the most popular programmes on Radio Gurbaba.

Health is another thrust area. Shichyara Swasthya Sarokar Karyakram is a popular programme on health education which has been designed in close collaboration with public health experts and health authorities to provide information and access to health services to listeners. During the COVID-19 pandemic, special programmes on safety, hygiene, and precautions were broadcast in Tharu. Initially, the health programme Hamro Ajhaka Kura was a weekly programme, but responding to listener demand, it is now broadcast daily. It is recorded and produced from two locations in Bardiya district and is very popular with the listeners.

It is only because I listen to Radio Gurbaba that I became aware of how to get help for my sick buffalo. Even in the time of the COVID-19 pandemic it broadcast its programmes regularly. On the Saturday talk show, I called and got information. But for the radio, I would not have been able to get treatment at the veterinary clinic for my very sick buffalo. Radio Gurbaba and its team responded with follow-up phone calls.

Madhav Adhikari
Regular listener of Radio Gurbaba, Bardiya Municipality, Ward number 4
Radio Gurbaba also provides orientation training to the local community’s representatives who play a very critical role despite not receiving substantial financial incentives. The station receives demands for different kinds of content, and it increases its broadcast hours regularly and tries to accommodate these to the best of its capacity both financially and programmatically. Since internet connectivity is a challenge, its social media presence is sometimes limited.

Radio Gurbaba also networks with seven other CRS in the region to exchange programmes in Tharu language, reaching out to the community better. Radio Gurbaba feels that the impact of the programmes is visible in the community that is better informed about different issues and also their indigenous rights. Programmes in the local language have increased the number of listeners as well as people in news production, which in turn has helped in raising the community’s issues and making its voice heard.

Our listeners are happy with our programmes and that has given us the courage and confidence to be more responsible towards the community by helping it solve different problems. Earlier, we asked our listeners to share their problems, but these days our listeners themselves share their problems. The biggest lesson that we have learnt is that our listeners now believe that the media is for reaching out to community people, making community voices heard, and making government bodies accountable.

Pushpa Chaudhary
Station Manager

Links & Social Media Handles

https://www.facebook.com/Radiogurbabafm/
https://www.radiogurbaba.org.np/?fbclid=IwAR0HkB-nPXkC4iq_fr61JQM1aTGNmDKjx2XqK49GgaAvaCn-5fujbmaZuZv4

Awards

Education Journalism Award
2015
Bardiya National Conservatory Award
2012
The Rathinavani community radio has been taking up issues of immediate community relevance and covering several public interest issues taking a cue from a number of inputs received from the community that it serves. On SDG 10, Reduced Inequalities meant partnering with expert agencies like UNESCO, International Programme for the Development of Communication (IPDC), and Ideosync Media Combine to develop a Public Interest Journalism Project. The issue they were trying to cover was complex and Rathinavani was not equipped with prior knowledge or expertise to provide support to the community living in Palathurai, near three stone quarry sites so they drew up an expert counsel.

The stone quarrying process is legally well defined in terms of the levels of TNT to be used for blasting the stones, but often the TNT levels used were more than the permissible levels, leading to a hindrance for the community living in and around the quarries and Rathinavani got to work.

Its efforts at using the community radio for
Since we live near a crusher quarry, the sound of blasts was very loud and even led to cracks in my house. After listening to Rathinavani we got to know that we, the poor, can also send our complaints. There is light at the end of the tunnel that our voices will also be heard!.

Krishnasamy
Palathurai, Madukkarai taluka

developing a documentary yielded a successful response from the government and action was initiated to bring justice to the most marginalized victims whose homes were facing the brunt of uncontrolled quarrying, violating the rules and norms of blasting by quarry owners in the course of the last one year.

Taking up such a sensitive issue meant doing adequate research, taking expert opinion, filing complaints, making visits to the site to
record the experiences of the community, and doing background research.

Student volunteers from Rathinavani’s team undertook research for determining applicable rules for the use of TNT related to proximity of quarries and crushers. Rathinavani’s main objective was helping the Palathurai community in its coverage area with legal services provided by government agencies to address questions of inequalities. Post the SMART SDG workshop, Rathinavani was able to identify the specific targets it was aiming at, as SDG10.2, Empowering and promoting social, economic, and political inclusion and SDG 10.3, Eliminating discriminatory laws, policies, and practices and promoting appropriate legislations.

Rathinavani felt that by taking up such issues it could create an impact in its community. The series comprised an awareness generating story based on the research done by the volunteers on TNT rules. Following this, a platform was given to the community for expressing its concerns, but initial members were hesitant to record their experiences. Several visits to the field broke their silence and helped build a case. Advocacy efforts with local panchayat functionaries, the state minister, police, and the Department of Geology and Mining followed. The campaign was mounted and momentum created not only through the radio broadcast but also via WhatsApp, and outreach with the larger public through social media.

In the end, the advocacy efforts paid off. The government issued an official warning to quarry owners to follow the TNT rules. Rathinavani believes that involving the community in promoting citizen journalism and community reporting methods helped in the long run in creating alert citizens engaged in governance and accessing their rights, thus reducing inequalities. They also become watchdogs for wrong doings in the community.

Rathinavani has taken a road less travelled in bringing about awareness among its community not only about its rights but also how to assert them to bring about corrective action. It stands out in its efforts at campaigning effectively for citizen rights.

Links & Social Media Handles

https://www.facebook.com/Rathinavani/

https://twitter.com/rathinavani908?lang=en

https://anchor.fm/rathinavani-908-fm-mukesh
SDG Target 11.1
By 2030, ensure access for all to adequate, safe and affordable housing and basic services and upgrade slums.

SDG Target 11.2
By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

SDG Target 11.3
By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated, and sustainable human settlement planning and management in all countries.

SDG Target 11.4
Strengthen efforts to protect and safeguard the world’s cultural and natural heritage.
SDG Target 11.5
By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations.

SDG Target 11.6
By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

SDG Target 11.7
By 2030, provide universal access to safe, inclusive, and accessible, green, and public spaces, in particular for women and children, older persons and persons with disabilities.

SDG Target 11.A
Support positive economic, social, and environmental links between urban, peri-urban, and rural areas by strengthening national and regional development planning.

SDG Target 11.B
By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels.

SDG Target 11.C
Support least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilising local materials.
Creating Citizen-friendly Cities

Radio Active 90.4 MHz
Bengaluru, Karnataka
On Air 25 June 2007
Broadcast 24 hours
Languages Kannada, Tamil, Telugu, English, Hindi, Urdu, Bengali, Assamese, Khasi, and Malayalam
Staff Full time: 11
Licensed to Jain University - EDUCATIONAL

Radio Active has been at the forefront of reporting on urban development issues that affect the day-to-day lives of the community, working on almost all aspects covered in SDG 11 like urban homeless, sustainable mobility, protecting the natural heritage, waste management, air pollution, and safe and accessible green spaces. One of Radio Active’s biggest strengths has been drawing multiple stakeholders into conversations and influencing policy through sustained advocacy. This has successfully linked radio with other civic movements in the city and amplified these voices in a campaign mode going beyond just broadcasting. Waste management is an area where Radio Active has been doing significant work that is well known throughout the country. Today, it is invited to all policy discussions on the topic at the national and regional levels as an important stakeholder. In 2009, as part of its strategic plan of building long term community engagement it embarked on a five-year initiative titled Integrated and Participatory Urban Waste Management. Under this initiative, regular programmes around waste
management were aired as ‘Eco Talks’ and a series ‘Trash Talk.’

Around this time, a local organization, the Anonymous Indian Charitable Trust roped in Radio Active to mobilize people for a large clean up drive on 15 August 2009. Over 4,000 people participated in the event. Post the event it was felt that clean up drives offer visibility and a quick fix, but a long-term city-wide approach was needed for tackling the real problems. Radio Active started reaching out to individuals who were practicing segregation of waste at source and experimenting with home composting and other organizations offering waste management services and formed a pressure group called the Solid Waste Management Roundtable (SWMR) to share and discuss experiences and methodologies around waste management.

SWMR documented the working of a dry waste collection centre, making a case to the municipality on the need for a neighbourhood recycling centre and the inclusion of waste pickers in all initiatives.

Radio Active also became a part of the Indian Institute of Human Settlement (IIHS) project for using the radio as a tool for collecting oral histories from recyclers in the Nayandahalli area which became the radio series, Daastaan-e-Nayandahalli, where the concept of waste as a resource was centre staged in an urban use-and-throw culture. The 135 episodes produced and aired finally culminated in a book (see Link below). A collection of songs, Garbage Guma is another innovative project done by Radio Active.

Over 11 years, the project has evolved organically to include capacity building workshops on waste management for different stakeholders like resident welfare associations, gated communities, educational institutions, and private and government institutions on the urgent need to address this problem collectively. Policy advocacy for the right kind of laws and actions was an integral part of this project. The most critical step was the inclusion of wastepickers and scrap dealers in the city’s solid waste management system by recognizing and highlighting their contribution to it.

The station also partnered with Hasiru Dala, a social impact organization working on waste
pickers’ rights. Radio Active co-designed the Scrap Dealer Certification Programme with curriculum components covering legal and financial aspects of running a scrap business, soft skills like customer services, occupational hazards, safety, and other relevant topics. Over 200 scrap dealers and wastepickers were successfully certified. Radio Active succeeded in launching not just a programme, but a movement for solid waste management which is much needed for urban development. An important offshoot of the initiative was identity building and recognition of the waste picker community which runs one of the most popular slots on the radio in its own language, telling its own stories called Kasa Shramika Parisara Rakshaka (Waste Pickers are the Saviours of the Environment). The daily series runs from Monday to Friday and is hosted by six different waste pickers with a programme committee consisting of 25 members in rotation.

Radio Active has been a part of an advocacy group on sustainable mobility and safe transportation, reporting on various issues of transportation and has been an active participant in different citizen led public consultations and movements like the recent ‘Bengaluru Moving Campaign’ aimed at building public support for a fast, accessible, and efficient public transport.

Because of its inclusive policies, different communities of interest are expressing their views on Radio Active, which has gained credibility as a democratic platform voicing citizens’ concerns and a trusted ally for initiating the right kind of dialogues leading to desired action. Radio Active thus plays an important role of an influencer and a watchdog for identifying and reporting governance issues. Like most other CRS in the country, financial sustainability poses constant challenges for Radio Active but in
terms of institutional, community, and content sustainability, it has proved itself.

Radio Active is very active in the social media and is extensively featured in the mainstream media also. All its programmes are available on a sound cloud. The Swachh Survekshan Social Media Report 2019 and 2020 has incorporated its tweets for two years in a row.

Calling Citizen Contributors: What do we want from BMTC to get #BengaluruMoving?

SwachhSurveskhan 2019 Social Media Report Page 38
http://swachhbharaturban.gov.in/writeredata/SS2019_Social_Media%20report.pdf?id=g8cuznojfd2vsoyt

Swachh Survekshan 2020 Social Media Report Page 18
https://swachhsurvekshan2020.org/ImpDocs/SSU2020_1908873601_SocialMediaInitiativesReport_V3DV.pdf?id=g8cuznojfd2vsoyt

Voices from the Wasted Land-Mavalipura Landfills
https://radio-active.in/2015/01/24/voices-from-the-wasted-land-mavalipura-landfills/

Social Media Handles

@radioactive90.4
@RadioActive90_4
radio_active_90.4mhz
https://soundcloud.com/radioactivecr90-4mhz

Radio Active 90.4 MHz
https://radio-active.in/

https://comedialab.in/topic/updates/page/4

A Working Observation on the Dry Waste Collection Centres in Bangalore

How to Integrate Waste Pickers into a City’s Solid Waste Management System
https://endplasticwaste.org/tag/bangalore/

Nayandahalli: transforming waste into resource

IIHS Case: Informal Recycling Units in Solid Waste Management System

Bengaluru Children Exposed to Severe Toxic Air: Report
Kollam is one of the fastest growing cities in Kerala with a good development index, but within it are several pockets of underdevelopment. Improving the quality of life of the underprivileged communities as an overarching goal, Radio Benziger has identified some areas for interventions like protection of the environment, preservation of drinking water sources, reducing the morbidity rate, food safety and production, road safety, women’s empowerment, and waste management. In the decade that Radio Benziger has been on air, its programmes have been designed to provide the community with a voice, exchanging information, and imparting skills through a participatory process of engagement. To address the various targets of SDG 11, Sustainable Cities and Communities, Radio Benziger has a dedicated three-hour live programming slot for engaging with different segments of the community.

Radio Benziger’s team had some exposure to SDGs related discussions through media coverage, and one of the team members also attended a workshop on the subject in Malaysia in 2016. Its entire content generation committee was informed about the SDGs and their importance, which led to further discussions and formed the basis of its focused work on communicating the SDGs through radio programmes.
Community radio acts as a unique platform for ensuring healthy lives and the well-being of its participants irrespective of age, gender, or locality. It has the potential to empower people through lifelong learning and skill development leading to economic growth.

Anoopa K.R
Principal, Benziger College of Nursing

For Radio Benziger’s team, giving voice to the marginalized meant allowing them to overcome the barriers of participation and engagement in pre-defined ways. The daily three-hour programme Kathodu Kathoram (To the Ear, Close to the Ear) is an exercise geared towards achieving this goal of participation. By not limiting the style of conversation or format, Radio Benziger feels that it is able to provide an open space for articulation. The free-flowing format allows people from different walks of life to tell their stories, sing songs, ask questions, raise issues, or express grief or disappointment. These interactions create an understanding, facilitate development, and strengthen collective action. In subtle ways, elements of local culture are reflected in the interactions between people.

In the spontaneous views and concerns expressed in casual and perhaps rustic ways, the process of community building is taking place as callers become contributors of skills, knowledge, talent, and expertise. This is in fact Radio Benziger’s channel-driver or hallmark programme - the mother programme from which ideas for many other programmes take birth. For example, people living in isolation - the bedridden, the differently abled and the aged - found in the radio a window to the outside world. It was like all of a sudden, the outside world started listening to their stories. Following this lead, programme Sukrutham was started.

Later, a group of people volunteered to support these people in all possible ways. It was a people’s movement which later became organized as a registered society, Sukrutham Society. The programme has received a state award, a national award, and the SIGNIS Asia award.

Radio Benziger continuously makes changes or creates new programmes according to spontaneous and instinctive suggestions received from its listeners. For instance, people started calling Radio Benziger about traffic congestion in the city and the reckless manner in which buses plied on the roads endangering the public. Taking a clue from this, Radio Benziger started a series of programmes on road safety in which the local police also supported the station. Eventually, the situation improved. In 2019 the district administration applauded its service by giving Radio Benziger an award at a public function. One of the programmes describing the plight of women travellers by night also won a national award.
The local administration, NGOs, volunteers, civil agencies, and the police are all actively involved in the programme. Officials also listen in and many a times initiate action even before Radio Benziger can follow up.

Rapid urbanization has also led to serious issues for the youth, so looking at their concerns became a focus area for Radio Benziger’s on-air and outreach activities. Following up on listeners’ suggestions, youth participation was strengthened by visits to the field, resulting in 150 programmes on concerns of the young people. The programmes triggered action among the students who took a pledge to curtail violence and ban political activism on campus. This programme also won the SIGNIS Asia award in Quebec, Canada.

Radio Benziger uses all forms of social media to enhance participation and for expanding its reach. Promos of upcoming programmes and pictures of events are announced on social media and all feedback is monitored. A listeners’ survey was also undertaken using social media.

Even in the time of COVID-19 despite a resource crunch the popularity of Radio Benziger’s programmes has not reduced. Kathodu Kaathoram has been a clear winner, with many callers and listeners for three years running. Its popularity also helps utilize the free commercial time fully, as Radio Benziger’s reach is very wide during this slot. The programme stands out for its innovative design and reach as a replicable model for other CRS.

Links & Social Media Handles

- http://Radiobenziger.com
- http://www.radioindia.in/community-radio-benziger
- https://www.youtube.com/channel/UCZgYijiZbRQgTApXpTTd-w
I have been listening to Radio Nagar for almost five years now and have always appreciated its positive and practical approach towards social issues and ills that are prevalent in society. One very important issue that Radio Nagar has taken up is the ‘slum development project’ at Ahmednagar City’s Sanjay Nagar Slum, under the PMAY scheme. The programme Ghar se Makaan Tak was an instant hit with its listeners.

Laxmi Kant Kale
Listener from Kedgaon, Ahmednagar
Radio Nagar’s parent NGO Snehalaya has been working with socially and economically vulnerable groups for three decades, many of whom are slum dwellers caught in a vicious cycle of ill-health, human trafficking, underemployment, and exploitation. Sanjay Nagar is a slum cluster where Radio Nagar has been engaging with different groups, especially children through a Bal Bhavan (children’s club) which was already set up for its programmes on health, basic education, and several other thematic areas.

Radio Nagar seized the opportunity to get involved in a holistic sustainable development project; the Sanjay Nagar Slum Development Programme launched in 2018 as a public-private partnership. Under the Government of India’s Pradhan Mantri Awas Yojana (PMAY) or Housing for All scheme, the Ahmednagar Municipal Corporation, private foundations like Curry Stone Design Collaborative, Hunnarshala Foundation, and Snehalaya Foundation started a community led development project to provide nearly 300 locally-owned homes constructed with community support. The inclusive process which demanded social, economic, and environmental sustainability, social cohesion and infrastructure, and solid waste and wastewater management involved the community every step of the way. As the media and communication partner, Radio Nagar participated in the initial household survey which helped it to better understand the community in terms of different interest and pressure groups and helped it tailor its programmes for addressing different needs and concerns more realistically. The programmes also air legal implications and issues involved in the redevelopment of the slum which came up on government land to begin with. Government officials, legal experts, and partner NGOs also address upcoming issues from time to time through Radio Nagar.

A mini-series, Ghar se Makan Tak (From Home to a House) mirrors the issues, strug-
gles, and concerns of the youth, lack of employment opportunities, health, water, sanitation, and gender challenges, child labour, child marriages, substance abuse, and addiction. Building conversations around these using a variety of formats like interviews, songs, discussions, and skits, Ghar se Makan Tak moves along with the project, mirroring the concerns and reporting progress. Building on its listener base of children, schools have also been invited to visit the site and the station to understand and appreciate the entire process. Radio Nagar’s programmes are narrowcast both in Sanjay Nagar and other slums to motivate and mobilize action. Participation in the programmes has led different groups to understand each other and led to more harmonious negotiations.

Through its local update segment, Snehwar-ta Radio Nagar has also helped amplify calls
for in-kind donations of building materials and support for interim housing for the occupants while the redevelopment is taking place. Effective use of podcasts and the social media by the radio team has helped keep up the tempo and interest. Exposure to the SDG toolkit training helped the team to weave all aspects of the campaign effectively, contributing to sustainable community development.

**Links & Social Media Handles**

- https://onlineradiofm.in/maharashtra/ahmednagar/nagar
- https://www.snehalaya.org/radio-nagar
- https://www.facebook.com/RadioNagar90.4FM/about/
- https://twitter.com/radionagar904fm?lang=en
SDG Target 12.1
Implement the 10-year framework of programs on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.

SDG Target 12.2
By 2030, achieve the sustainable management and efficient use of natural resources.

SDG Target 12.3
By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

SDG Target 12.4
By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

SDG Target 12.5
By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
SDG Target 12.6
Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

SDG Target 12.7
Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

SDG Target 12.8
By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

SDG Target 12.A
Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

SDG Target 12.B
Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.

SDG Target 12.C
Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimising the possible adverse impacts on their development in a manner that protects the poor and the affected communities.
Making Sustainable Urban Agriculture a Reality

SDG 12: Responsible Consumption and Production

<table>
<thead>
<tr>
<th>Radio Benziger 107.8 MHz</th>
<th>Kollam, Kerala</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>07 November 2010</td>
</tr>
<tr>
<td>Broadcast</td>
<td>17.5 hours</td>
</tr>
<tr>
<td></td>
<td>06:30-12:00</td>
</tr>
<tr>
<td>Languages</td>
<td>Malayalam, Hindi, Tamil, and English</td>
</tr>
<tr>
<td>Staff</td>
<td>Full time: 10</td>
</tr>
<tr>
<td></td>
<td>Paid volunteers: 60</td>
</tr>
<tr>
<td>Licensed to</td>
<td>Bishop Benziger Hospital, EDUCATIONAL</td>
</tr>
</tbody>
</table>

Since its inception in 2010, Radio Benziger in Kollam district in Kerala has been doing programmes on agriculture. Earlier these were often generic in nature and did not involve the community in a big way. However, rapid urbanization in Kollam led to conversion of large parcels of cultivable land into high value commercial centres. In this densely populated area, vegetables were no longer grown locally. Radio Benziger addressed this issue through two programmes, Karshaka Mitram (Friend of the Farmer) and Haritha Jalakam (Green Window). With the twin objective of reducing the consumption of pesticides and fertilizers and promoting locally produced vegetables as a healthy alternative, Radio Benziger started addressing the issues both on air with programmes and field projects as an outreach activity addressing SDG 12, Responsible Consumption and Production. Its direct connect with listeners helped launch both components successfully leading to sustainable action.

Inspired by good farming practices in Uganda and Kenya promoted through community radio, Radio Benziger employed an open and flexible learning methodology that enabled learners to learn at their own pace. Participants in the learning programme were asked to register voluntarily and usually came from listening groups.
Programme participants were expected to cultivate vegetable gardens in their homes. Many people who were not directly registered participants for this programme listened to it and started cultivating kitchen gardens. Pictures of gardens were shared through social media. At the end of the formal lessons, a public meeting was organized to honour successful farmers. The meeting, which was widely attended was also was graced by Mercy Kutty, a cabinet minister and the city mayor, Adv. Rajendra Babu, testifying to the relevance and popularity of the activity which was a very proud and satisfying moment for Radio Benziger.

Radio Benziger team

The format involved radio classes conducted by agriculture officers who walked the listeners through the process of learning the various practices to be adopted step-by-step. To initiate action, the Agriculture Department also provided seedlings, manure, and advice for overcoming problems like pests. Both the radio programmes were essentially educative but ample scope was provided for interactions.

Radio Benziger ensured that doubts and queries not just from registered participants but also other listeners were encouraged and entertained from the programme. This motivated farmers to participate and share their experiences, which provided additional learning inputs, besides those provided by the agricultural extension officers. People felt involved as they started finding active support from the Agriculture Department’s officials involved in the programmes.

Listeners were also encouraged to share photos of their output on social media, thus motivating others to join in the movement of backyard vegetable farming or kitchen gardening. People shared pictures of the produce through social media which provided an opportunity for ‘comparing notes.’ This was highly energizing and seeing the action on the ground, provided impetus to others to replicate and participate. It is interesting that many people who were not directly registered participants of this programme also cultivated kitchen gardens. Pictures of gardens were shared through social media. The learners and successful farmers were honoured in a public meeting by a cabinet minister and the city mayor.

The Farm Information Bureau and the ATMA programme of the Agriculture Department were key partners in the programme. They undertook research and provided content development support for lessons for the farmers under both the programmes. Both experienced and progressive farmers participated in the programmes by sharing their experiences. Other inputs were also provided by other officers like saplings, management tips, and extension support. It was a
multi-stakeholder project that triggered visible change with impact on the community that Radio Benziger serves. Peer support, social media outreach, and motivation were key design elements that led to the success of both the programmes.

The programmes have the potential of replication by other CRS by drawing on the local strengths of the communities that they work with and also of other local partners. Radio Benziger has demonstrated that educational programmes can trigger community action and set in motion healthy behaviour and positive change. Radio Benziger’s ability to ensure a very active involvement of the Agriculture Department’s officers and harnessing farmers’ local knowledge and expertise played a huge role in the success of both the programmes.

**Links & Social Media Handles**

- [http://Radiobenziger.com](http://Radiobenziger.com)
- [http://www.radioindia.in/community-radio-benziger](http://www.radioindia.in/community-radio-benziger)
- [https://www.youtube.com/channel/UC2gYiijZbRQgTApXpTTd-w](https://www.youtube.com/channel/UC2gYiijZbRQgTApXpTTd-w)
Chanderi ki Awaaz

CRS Mattoli

Henvalvani

Lalit Lok Vani

Radio Boral

Radio Bundelkhand

Radio Luit

Radio Madi

Radio Sagorgiri
**SDG 13.1**
Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.

**SDG 13.2**
Integrate climate change measures into national policies, strategies, and planning.

**SDG 13.3**
Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

**SDG 13.A**
Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilising jointly USD 100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible.

**SDG 13.B**
Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth, and local and marginalized communities. Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.
Adopting Local Solutions for Climate Resilience

Radio Chanderi ki Awaaz 90.4 MHz
Chanderi, Ashok Nagar, Madhya Pradesh
On Air 27 May 2010
Broadcast 8 hours in two slots
08:00-12:00 and 16:00-20:00
Languages Hindi and Bundeli dialects
Staff Paid volunteers: 60
Licensed to Bunkar Vikas Sansthan, NGO

Chanderi, a hill top overlooking plain cultivable land in spread out villages is a handloom weaving zone. Chanderi ki Awaaz (CKA) was set up a decade ago in the heart land of Madhya Pradesh by a weavers’ society in an area that faces vulnerabilities like water shortages and farm produce losses due to climate change. This impacts the lives and livelihoods of the communities who are often not skilled enough to find other alternatives for earning a living. Beginning with Shubh Kal (A Better Future), a multi-CRS collaborative project in 2012-2013 on climate action, programmes like Aajeevika (livelihoods series) and Green Gold, a more recent project supported by CEMCA promoting an ecologically sustainable bamboo cultivation, Chanderi ki Awaaz has put climate action on top of its agenda for creating awareness, outreach, and impact on SDG 13, Climate Action.

Since its inception, Chanderi ki Awaaz has been running through volunteer contributions and in fact only employs a few volunteers to work at the station. The radio has worked consistently on promoting livelihoods, skill development, and climate change issues building policy linkages with the government machinery. The station uses an infotainment format using the rich folk songs of the region and most of its programmes are designed to trigger
After listening to Chanderi ki Awaaz’s programmes on organic agriculture, I set aside 2 bighas for organic vegetable farming. I could see improved yields in the third round of harvest. I gave this feedback on radio. I am so proud that I was interviewed by Chanderi ki Awaaz and used for motivating other farmers to adopt organic farming practices.

Mathura Prasad Patel
Pranpur village, community listener and change maker

behavioural change. Its work has been recognized locally and nationally with several commendations and awards.

Shubh Kal was a Climate and Development Knowledge Network (CDKN) initiative in the Bundelkhand region supported by Development Alternatives. Many CRS’ including CKA, Kisan Vani, Radio Dhadkan, Radio Bundelkhand, and Lalit Lok Vani worked together on this initiative. Seven radio reporters from Chanderi ki Awaaz along with others were trained and oriented to interact with climate scientists and policymakers. Chanderi ki Awaaz also learnt to report from the field on climate resilience and adaptation issues. After conducting basic needs assessment research, the reporters collected data for creating 14 impactful radio programmes. It covered 30 villages through broadcasts and narrowcasting. Through the content exchange set up during the project,
Chanderi ki Awaaz became a contributor to climate action advocacy as a collective and also gained from content developed by other CRS’.

Promoting alternate livelihood by reducing water dependency was another area that Chanderi ki Awaaz addressed through its livelihood improvement programme series Aajeevika that ran for six months, where listeners learnt about new job opportunities and livelihood improvements through access to microfinance, bank loans, or other technical support which was facilitated not only through the radio but also with field activities and direct linkages with banks, NABARD, and the local administration. Engaging with multiple partners, the listeners were able to connect for setting up small businesses or improving their existing livelihoods.

The current project which was aired in 2019 for six months (and has now been extended due to COVID-19) concentrated on promoting bamboo cultivation for soil stabilization and building climate resilience. It is being implemented in partnership with Kisan Vani, Aap ki Awaaz, and Chanderi ki Awaaz. Six detailed episodes have already been prepared and were on the broadcast agenda till mid-2020.

Among the most popular programmes in the series were Pashupalan Hai To Behatar Kal on options of animal husbandry when farm produce is affected by the climate and Bima Bana Vardaan on how to apply for loans and crop insurance. The series not only covered information and schemes enumerated step-by-step but also combined entertainment to ensure that the community listening to these programmes could absorb the information and act on it. This edutainment format was possible since one of its volunteers is an adept lyricist who can set development information to a local folk song, making the messaging more powerful.

The impact of Chanderi ki Awaaz’s decade-long work is visible as the station urges the community that it serves to not only undertake soil improvement and water conservation by shifting to organic agriculture, terrace gardening, and afforestation practices but also links them to technical assistance with partners like the Forest Department, Krishi Vigyan Kendra, Kisan Mitra, microfinance institutions, and NGOs like Chanderi Samaj Kalyan Samiti which are all partners with other government functionaries and local media who help Chanderi ki Awaaz continue its work. Chanderi ki Awaaz is happy to share its recipe for success as a good practice and collaborate with any CRS that wishes to learn its strategy for success. Chanderi ki Awaaz has received letters of appreciation and commendations from the Government of Madhya Pradesh, Department of Sports and Youth, election commissions, and the District Collector’s Office for its creative content.

🔗 Links & Social Media Handles

https://edaa.in/
www.chanderikiawaaz.org
https://www.facebook.com/pages/category/Radio-Station/Chanderi-ki-Awaaz-90-4-FM-411117543050843/

🏆 Awards

CEMCA-NSDC Community Radio Challenge Award
First Prize 2020
Climate Adaptation Strategies for Improving Livelihoods

Radio Mattoli 90.4 MHz
Mananthawady, District Wayanad, Kerala
On Air 01 June 2009
Broadcast 24 Hours
Languages Malayalam, Paniyaa Tribal dialect, and Hindi
Staff Full time: 9 Part time: 3 Paid volunteers: 6
Licensed to Wayanad Social Service Society, NGO

Wayanad is a largely mountainous area that receives high annual rainfall in a short span of three to four months and the land performs important hydrological and watershed functions. A large number of people living in the adjoining areas also receive most of their water supply from rivers originating in the area. Soil and water sustain the livelihoods of many people. But variations in rainfall, over drawing of water for irrigation and other uses, and factors like soil erosion have resulted in fluctuating groundwater tables.

The recent spate of successive floods and droughts have exposed environmental stresses on the land and the vulnerabilities of the largely land and water dependent livelihoods in the region. Climate change has also led to changes in agricultural patterns with traditional crops being replaced by cash crops and created heavy setbacks in the region’s self-reliance in food and distorted natural and bio-mass management systems and soil balance due to indiscriminate and unregulated use of chemicals. Thus, the interdependencies of agriculture and climate have been a major area of concern for this largely agrarian community.

Creating awareness about the impact of reckless human action on the climate, advocating behaviour changes for environment protection, and coping mechanisms and resilient strategies when faced with the vagaries of the weather, combine to form Mattoli’s programme content for addressing SDG 13, Climate Action.
Programmes like Athijeevanam (Livelihoods), Puthunambukal (Innovations), Ruthubhedham (Climate Change Information), and Jalolsavam (Celebrating Water Conservation) are popular among its listeners. The programmes are aimed at mass awareness drives for eco-restoration and integrated sustainable development. Using a variety of formats like dramas, magazine programmes, phone-in programmes, and PSAs Mattoli provides motivation and guidance to its listeners. Mattoli has formed strategic partnerships with NABARD, the state agricultural departments, KVK, RARS, and the Soil Conservation Department which support its efforts both financially and with thematic inputs. Studying the ground realities closely and with the involvement of the people through its community intervention, Grama Mattoli, the station has produced over 100 episodes of programmes relating to climate adaptation and necessary action. Newer programmes are translated into tribal dialects for better comprehension.

Organic rice cultivation is one key intervention area where 17,000 farmers are being organized to get certified under the organic agriculture programme run by Radio Mattoli’s parent NGO. If they use the process centre for value addition to their products, the farmers receive a substantial hike in profits (nearly 2 to 500 percent). An intensive radio and on-ground campaign through listener clubs helped Mattoli in adopting these ideas. Recharging water bodies to combat droughts, rejuvenation of natural springs, and informed and environment-friendly cropping patterns which also yielded more profits while retaining soil fertility are some of the significant behavioural changes that the community has started experiencing.

The district administration has realized the role of Mattoli in providing timely information. It uses the radio extensively for many governance matters as an important partner. Mattoli plays a key role during emergencies and disasters as part of its communication network. Mattoli has also distributed 5,000 radio sets in the community to encourage radio listening. The numerous awards and accolades that Mattoli keeps winning bear testimony to its commitment to excellence in all that it does.

Mathew Chungakkunnu
Listener, Wayanad

We were really suffering due to water scarcity, even though we have a well in our courtyard. A programme on Mattoli sparked an idea of recharging the well through roof water collection. The programme also gave us the contact details of a person who could help us put this idea into action. The programmes help us in countless ways.

Links & Social Media Handles

https://www.facebook.com/radiomattoli
@Radio Mattoli
http://www.radiomattoli.com/
Radio Builds Preparedness among the Community for Disasters

**SDG 13: Climate Action**

Radio Henvalvani 90.4 MHz
Mussoorie Road Chamba, Tehri Garhwal, Uttarakhand
On Air 03 March 2012
Broadcast 9 hours in three slots 6.30-10.00, 14.00-17.00, and 19.00-21.30
Languages Garhwali, Kumaoni, Jaunsari, and Hindi
Staff Full time: 8 Part time: 6 Paid volunteers: 8
Licensed to Astha Jan Kalyan Evam Vikas Samiti, NGO

After the 2013 natural disaster in Uttarakhand due to a sudden cloud burst, Henvalvani decided to seriously tackle the issue of climate change and environmental disasters backed by proper research and an understanding of the multiple interconnected issues. It launched a series titled Nau Par Vikas intended to bring about awareness and behaviour change for mitigating disasters like forest fires, landslides, and floods and relating these to the impact of unplanned and reckless development. Henvalvani started engaging with several NGOs to discuss the causes and for devising a strategy to talk about climate action. NGO Ideosync Media Combine helped support its initial research for three months by providing training for qualitative data collection through focus group discussions, in-depth interviews, and oral testimonies by the elders. This helped Henvalvani map issues relating to SDG 13, Climate Action and disasters in the region.

Concerned about the impact of unchecked human activity on disasters, the Henvalvani team decided to work out a proposal with the State Disaster Management Authority, whose support it had since 2014, and thus began its journey to a comprehensive campaign on climate action – causes, effects and solutions. Different themes like cloud bursts, earthquakes, glacial melting in the Antarctica, floods, droughts, forest fires, and other vul-
Even though my writing is not fantastic, I am very enthusiastic about scripting plays. I was given a break by Henvalvani to write about disasters in Uttarakhand. I kept at it, and improving bit by bit, I managed to contribute nearly 45 of the 62 episodes in the series aired on Henvalvani. This changed my life drastically. This opportunity has helped a dejected and disabled person like me develop and blossom. I now have a new identity in the community. Thank you Henvalvani!

Harish Kothari
Popular playwright

Inabilities were covered on Nau Par Vikas, devoting 10 episodes to each theme.

The series first ran during 2014 and 2015, produced with financial support from UDMA to the tune of Rs 1.5 lakh. All the episodes were research intensive and produced at field locations and had lasting value. Unplanned development of cities on the edge of rivers, deforestation, construction of large dams, destruction of natural biodiversity resulting in losses in farm incomes, and various inter-related activities were tabled for reflection and discussions.

Many episodes were centred on actions that the community can and must take. Plays were scripted and enacted locally to highlight the issues in local dialects. A differently abled person, who became impaired after an electric shock and was in a coma for nearly five years, who had an interest in writing, scripted most
of the dramatic parts. Henvalvani revived his interest not just in writing but in life itself by encouraging him to contribute initially with ideas and small poems. He has now gone on to become a popular playwright and is an important change agent in the community. The drama parts were woven into a magazine format with PSAs, expert interviews, vox-pops, and other direct information. Henvalvani continues to air the programmes with more episodes being added.

Listeners’ feedback via phone calls, recorded messages, SMSes, and post cards, besides multiple social media handles have kept the series relevant and popular to this day. The intensive research and community participation that went into making the series has ensured its continued value for listeners, successfully establishing it as a good practice. Henvalvani has been lauded and commended by the district administration, the Press Club, municipality, and other organizations for its exemplary work.

**Links & Social Media Handles**

- https://henvalvani.wordpress.com/
- https://manch.net.in/adda/get_user_profile_page/10
- https://www.facebook.com/groups/henvalvani/
- https://twitter.com/henvalvanicr?lang=en

**Awards**

- National Participatory Rural Appraisal Award
  National academy of Rural Agriculture, 2005
- Manthan Award
  Digital Empowerment Foundation, 2006 and 2012
- Uttarakhand Gram Vikas Samiti Award
  Government of Uttarakhand, 2011
- Hira Award
  2018, Dreams Organization, Dehradun
Interlinking SDGs’ Goals for Integrated Development

SDG 13: Climate Action
SDG 6: Clean Water and Sanitation
SDG 8: Decent Work and Economic Growth

Radio Lalit Lok Vani 90.4 MHz
Nai Vasti, Lalitpur, Uttar Pradesh
On Air 03 September 2010
Broadcast 12 hours
08:00-20:00
Languages Hindi and Bundeli
Staff Full time: 3 Part time: 2 Paid volunteers: 15
Licensed to Sai Jyoti Gramodhyog Samaj Seva Samiti, NGO

The Aajivika programme helped us learn about new livelihood opportunities. The radio team motivated the community through street plays and wall paintings, which got me and some of my friends interested. The team then walked us through various steps motivating youth like me to go for training to Krishi Vigyan Kendra. Three of my friends have already started their own agri-businesses, for which I thank Lalit Lok Vani, which is very popular here.

Manoj Kumar Yadav
Listener
Lalitpur, where Lalit Lok Vani (LLV) is located is in one of the harshest districts in the Bundelkhand region - arid, drought prone, and impoverished with high levels of unemployment and out migration. Set up with support from UNICEF, Lalit Lok Vani started reaching out to the community through narrowcasting while it was preparing for its broadcast activities. With narrowcasting and meetings in chaupals and panchayat offices, Lalit Lok Vani started mapping the community's needs to inform its programming. This also enabled the station to record community voices, identify talent, and document cultural practices which stood it in good stead when it started broadcasting. As the entire process of gearing up for broadcast took over two years, both the community and Lalit Lok Vani got well entrenched into the participatory processes of creating content. In the initial years, Lalit Lok Vani broadcast only for two hours which has now gone up to 12 hours a day.

Lalit Lok Vani’s entry into working on climate action related themes started around 2010 with its participation in the programme series Shubh Kal (A Better Future) which was a multi-CRS content and knowledge sharing initiative undertaken by Development Alternatives (also see stories on CKA and Radio Bundelkhand).

Supported by the Climate and Development Knowledge Network (CDKN) a common running theme across the four community radio stations in the Bundelkhand region was designed to build climate resilience and agriculture, and Lalit Lok Vani reporters were trained on content development from field research. Based on its own initial needs assessment research, Lalit Lok Vani was able to focus on improved livelihood opportunities for its communities during its reporting for Shubh Kal and it reached out to nearly 1 lakh people spread across 30 villages in the cover-
age area. Lalit Lok Vani continues to address these themes in its regular programmes.

After getting training on SDGs in a workshop organized in New Delhi, the radio team reflected on its own new understanding of how to take forward its existing work and identified inter-related targets and goals in its local context. Using the SDG toolkit to better understand the thematically connected issues, the team fine-tuned and interlinked the objectives of some of its key programmes like Aajivika (Livelihoods) covering SDG 8, Jal hi Jeevan hai (Water is Life) covering SDG 6 and SDG 13, Climate Action. With this change in its programming focus, Lalit Lok Vani was able to create more programmes on climate action.

The multi-stakeholder partnerships that Lalit Lok Vani has become adept at has helped the station share programme content and knowledge following an ecosystem perspective. In the Aajivika series, various sources of livelihood were explored besides using newer techniques in agriculture through its association with Krishi Vigyan Kendras (KVKs). Broadcast twice a week, Aajivika ran for a year till the end of 2018 with 100 episodes. Field level training was in-built as an integral part of the project design. Narrowcasing and use of other community media like street plays and wall paintings increased both awareness about the programme and uptake of the alternate livelihood opportunities suggested.

Despite becoming hugely popular later, the programme had its share of setbacks. It had a good initial response among the youth as they believed they could also receive financial support from Lalit Lok Vani. However, interest waned when the youth realized that such was not the case. But Lalit Lok Vani’s field events and contact initiatives have restored interest and community participation has picked up again. Lalit Lok Vani has kept track of the progress that it has made and notes that 40 women have been trained to start their own enterprises and about 50 people went to KVK to seek guidance for improving the productivity of their fields and soil and adopting new agriculture practices. Twenty-four youngsters went for training to the Rural Self Employment Training Institute (RSETI) and four of them have already started their own businesses.

The programmes are being repurposed with inter-linkages made between water conservation, environment protection, and the need for diversifying livelihoods. Lalit Lok Vani’s commitment to addressing these pressing issues in the community and keep urging the community to adopt more sustainable practices makes its work relevant and goal oriented. Its intense field engagement and linkages with government agencies make the programmes more forceful and are poised to bring results.

**Links**

https://cdkn.org/project/shubh-kal-a-better-future-from-information-to-knowledge-and-action-2/?loclang=en_gb

**Social Media Handles**

Facebook: https://www.facebook.com/LalitLokvaniCRS/

Twitter: https://twitter.com/lalit_lokvani?lang=en
### The Positive Impact of Community Radio during Natural Disasters

#### SDG 13: Climate Action

<table>
<thead>
<tr>
<th>Radio Boral 99.0 FM1</th>
<th>Rajshahi, Bangladesh</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>27 April 2019</td>
</tr>
<tr>
<td>Broadcast</td>
<td>9 hours</td>
</tr>
<tr>
<td></td>
<td>15:00-12:00</td>
</tr>
<tr>
<td>Languages</td>
<td>Bangla and local dialects</td>
</tr>
<tr>
<td>Staff</td>
<td>Full time: 15 Part time: 13 Paid volunteers: 27</td>
</tr>
<tr>
<td>Licensed to</td>
<td>SBMSS - NGO</td>
</tr>
</tbody>
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Radio Boral is located in Rajshahi district in the northern part of Bangladesh and it has been broadcasting for its community members since April 2019.

Radio Boral serves its community daily with information and radio programmes related to entertainment, disaster management, agriculture and development, health and sanitation, local news, SDGs, career orientation, education, women’s empowerment, child and women’s rights, local culture and heritage, and weather forecasts. Through its programmes Radio Boral is fighting rumours, misinformation, and abuse and also promoting a safe internet.

When extreme weather events such as cyclones and flash floods happen, Radio Boral provides round-the-clock service, with updates every half an hour and also broadcasts live programmes to inform and to make the local population aware so that it can prepare for the weather event, helping save lives and belongings of the community.

For instance, in the most recent example of Cyclone Amphan, which struck Bangladesh in May 2020, Radio Boral broadcast over 72 hours of special cyclone bulletin updates with information and updates which the station received directly from the Bangladesh Meteorological Department of the Government of Bangladesh. Maintaining close and direct

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1Story sourced from UNESCO, Bangladesh.
If you reach the grassroots level, you can understand the strength of community radio.

Md Shahriar Bin Mukhles
CEO, Radio Boral

contact with local and regional disaster monitoring cells, Radio Boral alerts and informs listeners about the precautionary measures needed to protect themselves and others. Working with a team of volunteers and the 117 listener clubs that it has set up, Radio Boral also sources local information on prevailing weather conditions, water levels, and damage in the different areas in the region.

As a result, besides weather updates and water levels of the local Padma and Boral rivers which run through many communities in the area, Radio Boral is also able to provide information on disaster preparedness and damage prevention to its listeners both in Bangla and in local dialects.

With PSAs, recorded interviews on disaster-related issues with community, local, and national government representatives, as well as news of the updated situation of the Cyclone Amphan, Radio Boral became a vital source of life-saving information for the community.

Listener clubs also assisted members of their communities who lived in huts and houses
with weak structures to move to the nearest shelter, helped move cattle to safe locations, and prepared and distributed dry food to affected poor members of their communities.

Despite strong winds, heavy rain, and power cuts, the Radio Boral Station Manager and staff members remained at the station during cyclone to ensure continuous broadcasting for its listeners. By using a diesel generator Radio Boral was able to operate its recording studio and FM transmitter and antenna uninterruptedly despite the grid power outage. Though a relatively new entrant to the sector, Radio Boral has proved its mettle as an invaluable source of information and guidance during disasters.

Links & Social Media Handles

🔗 https://drive.google.com/drive/folders/1cfzSziwcGy-94EyANjNlw6TbESvdtenO?usp=sharing

🔗 https://www.facebook.com/communityradioboral.fm/

Awards

Honorary award as a media partner of a debate Regional Debate Championship Award – Rajshahi, 2020

National Debate Competition sponsored by United Commercial Bank Ltd. (UCB) Bank, 2019
Shankar, like many others in the village, started his engagement with Radio Bundelkhand during its path breaking radio series *Subh Kal* (A Better Future), an exemplary radio series on climate change and environment protection. The programmes addressed issues and actions that people can take at their level like planting trees, conserving water, and protecting water bodies in the drought prone region of Bundelkhand that has seen rapid environmental degradation in just two decades. Shankar, in fact, became an ambassador and a role model by not only planting a neem tree in front of his house, but motivating his neighbours, family, and friends into vigorous tree planting activities in and around his village.

Supported by the Climate and Development Knowledge Network (CDKN), *Subh Kal* is an initiative spread in the Bundelkhand region and mooted by Development Alternatives, Radio Bundelkhand’s parent organization. Development Alternatives is a conglomerate of non-profit organizations working for the last 42 years on research, innovations, policy, incubation of green businesses, and technical support services. Taking an ecosystem
I have grown up listening to Radio Bundelkhand. Whatever I hear on the radio, I store it in my brain like a computer and I have taken a vow to use it to do my best for the environment around me. Ever since I won a quiz on environment on the radio and the station’s reporters came looking for me to deliver the prize, I have become an avid listener and today I am also a radio reporter.

Shankar
Village reporter
approach to climate action, several community radio stations were approached to work as partners in developing a collective implementation strategy.

Subh Kal successfully piloted a communication model to bridge the communication gap between the community, scientists, and government officials. The programme series aimed to strengthen knowledge and voice on climate change impacts by sharing farming communities’ experiences of adapting to climate change. It brought together four community radio stations working in Bundelkhand and set another example of pooling resources for collective content development and sharing. Capacities of the participating stations were built centrally and together the stations reached 7 lakh people over a period of two years through 30 hours of content. CKA, Kisan Vani, Radio Dhadkan, Radio Bundelkhand, and Lalit Lok Vani worked together as partners to produce at least 12 episodes each and shared content across these stations over the two years of the project.

The method of programme production was given a lot of importance. To begin with, a mascot was created for easy identification. Topics for the programmes were listed and a variety of formats like folk songs, skits, and PSAs were combined into a magazine format along with specific scientific information. The radio teams interviewed community members, scientists, and government officials to capture their perceptions and views about climate change and converted this information into simple and easily comprehensible messages using an edutainment approach in local dialects.

Subh Kal has been one of the longest successful radio campaigns that successfully brought about small behavioural changes leading to better adaptability to climate change. The programme also provided information on various government schemes related to farmers and agriculturists, helped them connect directly with line officials, and above all bridged the gap between scientific knowledge and community practices.

Social Media Handles

- https://www.facebook.com/Rural-Reality-Show-293567107335495
- https://www.facebook.com/radiobundelkhand/
- https://twitter.com/DAperspectives/status/1227826363949694976
- https://www.youtube.com/watch?v=3EL5Lyb5USs
- https://www.devalt.org/newsletter/nov09/lead.htm
Caring for the Land that Cares for Us

SDG 13: Climate Action

Radio Luit 90.8 MHz
Guwahati, Assam

On Air 01 March 2011
Broadcast 12 hours
08:00-20:00
Languages Assamese, Bengali, Bodo, Hindi, and English
Staff Full time: 1  Part time: 2  Paid volunteers: 12
Licensed to Guwahati University, EDUCATIONAL

Located in the multi-hazard prone state of Assam that is frequently ravaged by floods, storms, landslides, fires, and earthquakes, coping with disasters is a perpetual concern for the community and thus forms an important part of Radio Luit’s programming. Though Radio Luit admits that it was only recently familiarized with the SDGs terminology of goals and targets, over the last several years the station has been addressing various issues under climate action. The programmes cover a range of topics and formats including dialogues, expert talks, phone-in interactive sessions, dramas, folk music, and experience-sharing stories by listeners. Being located in a university, the station has ready access to student volunteers, academic expertise that is available in-house and good linkages with other organizations as well.

The community served by Radio Luit is primarily semi-urban and educated, but a sizeable number of rural and tribal folk and urban slum dwellers also fall in its listener zone. The station has launched a number of interventions addressing climate action working closely with the civic administration, the community, and the listening community outside.

Bhoomi is an immensely popular programme in its climate action series, launched in 2018 in close collaboration with the Assam State Disaster Management Authority (ASDMA) on
Disaster risk mitigation, especially for preventing landslides. Guwahati, surrounded by hills and wetlands is very prone to this disaster. A series of 10 community meetings were held to discuss multiple issues related to landslides. The programme adopted a comprehensive approach to disaster mitigation, bringing together perspectives from other related line departments like animal husbandry, police, and forests and soil experts, and academics from the university. Started with ASDMA’s help, the programme has active community participation and high listenership.

Based on its popularity and effectiveness, the programme has been extended for a second season. As a forerunner to the series, Radio Luit partnered with an NGO to undertake a
door-to-door survey covering 4,500 households mapping disaster prone sites, status of the drainage, and identifying poor or risky construction. Stories were collected from the affected and vulnerable communities. On advice from the Forest Department for arresting future landslides and soil erosion during the survey special plants like jatropha and vetiver that grasp the soil firmly, were distributed among the surveyed households. As these plants also have some medicinal benefits and commercial value they also helped enhance the growers’ livelihoods. Thus, Bhoomi is ready for a second season where successful experiences in the community will be showcased for motivating others.

Radio Luit’s repertoire has several other programmes on climate action. These include Xomnagoto Xudin (Coming of Good Days) a 10-part series on climate change and environmental degradation anchored by in-house experts and the community of cleaners. This marginalized community is vulnerable economically and because of the kind of housing its members live in, they are at a greater risk. Their direct involvement in the programmes ensured better awareness and positive action. Sarathi is another 10-part series, financially supported by a philanthropic trust that addresses preparedness in times of disasters like earthquakes, floods, landslides, storms, thunder and lightning, fires, and soil erosion.

Jeevan Daata Brikkha Bidhata is yet another popular programme that involves the community very closely. The station campus, once nick named Gulmohar city, lost its rich tree cover due to various factors. Radio Luit, in partnership with NGO SPARXA revived the importance and interest in tree plantation by distributing saplings to the community but with a twist. To ensure that the saplings did not fall prey to stray animals and neglect, the station got listeners to adopt a sapling and take responsibility for nourishing it.

In turn, the community took ownership and pride in the ‘adopted babies’ and shared pictures and updates with Radio Luit, bringing accountability and excitement to the activity. Radio Luit posted these updates on the social media. The recent lockdown has given a further boost to the station’s online presence and interactions. With the motto, ‘catch them young’, the station also works with two secondary schools, where children get involved not only in the planning and production of messages but also lend voice to reach out to other young listeners to build awareness and a responsible attitude towards climate action.

Creating awareness and encouraging risk mitigation behaviour, Radio Luit thus completes the entire behaviour change loop - from local specific background research, to an innovative and interactive bouquet of programmes, and participation by stakeholders, both institutional and community – thus laying a strong foundation for sustainable and replicable practices in disaster preparedness and mitigation and addressing important targets of SDG 13, Climate Action.

Social Media Handles
https://www.facebook.com/radioluit90.8/
https://www.facebook.com/radioluit90.8/posts/2435049153278089
https://www.facebook.com/radioluit90.8/posts/1247016288748054
https://onlineradiofm.in/assam/guwahati/luit
Located in the beautiful rural valley of Chitwan in the heart of Madi municipality, Radio Madi reaches around 2,00,000 listeners in the villages around it. It is the first and only broadcast media organization established by the local community. It is set in a difficult terrain as the region also faces heavy rainfall and severe accessibility challenges. An important activity that the station has taken up is afforestation and has initiated tree plantation activities with the help of broadcasts and on-ground interventions. Interestingly, Radio Madi has also managed to engage the youth in meaningful activities by helping them fight drug addiction, another concern in the community.

Shikchya Club promoted by Radio Madi produces educational programmes that talk about the plantation process which are produced by an agreement with the Chitwan National Park Conservation Centre with active participation of local communities and the municipality’s representatives. The club also strengthens the setting up and training of other clubs, especially in schools for environment education. Parents, teachers, and students come together to restore denuded areas with tree plantations. The idea of setting up and strengthening the clubs was mooted during a participatory community risk assessment. At first, two new clubs were formed, one in each district with an aver-
age of 70 students and 10 teachers in each. Field staff and environmental science teach-
ers from the two schools offered training to club members on environmental protection, dry waste management, and soil and water conservation friendly agriculture. As students started participating in these programmes, it paved the way for their parents' participation and the activity spread. The project realized that children were receptive to new ideas and made good ambassadors for disseminating environmental messages. While Radio Madi broadcast programmes on these issues, stu-
dents actually put the ideas into practice.

Using the clubs as an entry point, Radio Madi also started a youth drug de-addiction cam-
paign. In group meetings which were opened up to parents and community members, problem areas, risk behaviours that needed to be mapped and addressed, coping mech-
anisms, and desired behaviour changes for positive outcomes were discussed. The ap-
proach’s success became evident as a number of social workers came forward and involved themselves in the awareness campaign. Ra-
dio Madi started providing information sup-
port to adolescent girls and boys. Similarly, many listeners and people came to consult Radio Madi’s team on the issue, which was a big achievement.

Other successful programmes done by Radio Madi include Sikchyā Sarokar on general edu-
cational issues, Corona Kahar on awareness and prevention of COVID-19, Naya Madi and Janata Sanga Mayor, and Madi Bahas which are talk shows on local issues with ward members, local representatives, and community members. There are also Madi Awaaz, voice of the local Madi community, Samanata ko Awaaz designed with initial support from the Dalit NGO Federation, and the Tharu programme Hamar Chinari focusing on indigenous culture and identity.

A rich mix of inclusive programming is Radio Madi’s clear strength. The overall programme impact has been improving the livelihood options for Madi community people and helping Madi youth in drug de-addiction by encouraging and engaging them in productive things like tree plantation activities. The
station continues its efforts of building collaborations with other private radios for creating sensitive community related programmes. Radio Madi has been awarded for its exemplary work in agriculture and health by the government of Nepal as well as other civil society organisations.

Social Media Handles

https://www.facebook.com/madifm
www.radiomadi.org.np
**SDG Target 14.1**
By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

**SDG Target 14.2**
By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

**SDG Target 14.3**
Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels

**SDG Target 14.4**
By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics
SDG Target 14.5
By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.

SDG Target 14.6
By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation.

SDG Target 14.7
By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism.

SDG Target 14.A
Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular Small Island developing States and least developed countries.

SDG Target 14.B
Provide access for small-scale artisanal fishers to marine resources and markets.

SDG Target 14.C
Enhance the conservation and sustainable use of oceans and their resources by implementing international law as reflected in UNCLOS, which provides the legal framework for the conservation and sustainable use of oceans and their resources, as recalled in paragraph 158 of The Future We Want.
Connecting the Sea Community with Radio Waves

SDG 14: Life Below Water

Radio Kadal Osai 90.4 MHz
Pambam, Ramanathapuram District, Tamil Nadu
On Air 05 February 2017
Broadcast 24 hours
Languages Tamil
Staff Full time: 5 Part time: 7 Paid volunteers: 2
Licensed to Nesakkarangal Charitable Trust, NGO

Kadal Osai is probably the only community radio station which is catering exclusively to the needs of the fishing community. Armstrong Fernando, the driving force behind Kadal Osai, had felt the need for a vibrant community network ever since the Tsunami hit Indian Ocean in 2004. Epitomizing the often-repeated vision for community radio, Kadal Osai (Sounds of the Sea), fulfils the mandate of being of, for, by, and in the community as the entire station staff is from the fishing community.

After its first systematic introduction to SDGs through an interview with a scientist from the Central Ministry of Marine Fisheries Research Institute (CMFRI) in 2017 on World Environment Day soon after its inception, Kadal Osai introduced a number of elements into its programmes bringing scientific knowledge closer to the community, especially in engaging them in conversations about the impact of present human actions on sustaining future generations.

Community livelihoods are directly and indirectly dependent on the sea and as Kadal Osai notes, life on land too has to be guided by learning to conserve, protect, and harness resources of the sea in a sustainable manner. A major part of the station’s programmes provide vital and current information to fisherman starting with the morning slot Kadal Osai Thandora in a ‘news to use’ format. Weather bulletins based on which the fishermen take a call on whether to go to sea, wholesale and retail market prices for fish, diesel rates, and other important announcements of the day
There is a popular saying, ‘Learn from yesterday, live for today and hope for tomorrow.’ However, we should take action and work on creating a better future rather than just hoping for it. To create a better future, act today. That is the work ethic of Kadal Osai CR.

S. Armstrong Fernando
Station director

occupy this slot. Weather updates are provided every hour, so the community stays tuned into the radio throughout the day.

While Kadal Osai has a judicious mix of programmes addressing different communities of interest, sustaining sea dependent life remains a substantial concern. The two-hour daily show Samuthiram Pazhagu (Know the Sea) with an interactive slot at the end that covers a different topic each day about the sea has fishermen calling in sharing their experiences of the day and their catch. Following an intense campaign by Kadal Osai to save endangered species like sea turtles and dugongs, fishermen also report releasing these back into the sea if caught accidentally. They sometimes share videos doing so that Kadal Osai puts up on social media. Older community members, who have seen many environmental changes in their lifetime like increasing temperatures, advancing sea, fish receding deeper into the ocean, and unpredictable weather also share their experiences and concerns in this slot.

Kadal Osai has forged links with institutions like CMFRI, INCOIS, ICAR, the Wild Life Institute of India, Fishery Department, and District Forest officials who provide subject matter expertise on relevant topics like climate change, environment, and life below water in
Tamil, making research-based scientific information accessible to the community. Other measures of avoiding over-exploitation and over dependence on the sea have also been discussed by Kadai Osai. Kadai Osai covers government initiatives on ‘cage fishing’ and aquaculture to avoid deep sea fishing and conducts training programmes for fishermen on adopting alternate livelihoods.

Because of their close connect with the community, Marine Police and Coast Guards use the radio for various alerts and warnings. Kadai Osai remembers a time in its early days, before it was on air 24 hours, when it carried broadcasts long after closing time to share news updates of a group of fishermen who had lost their way in the choppy sea. During the COVID-19 pandemic, Kadai Osai became an important and reliable source of information which was used extensively by the administration.

Nearly all Kadal Osai’s programmes have a call to action because of the nature of their content. The station has also carried out outreach campaigns for an ODF beach, against dumping waste in the sea, and shunning plastic through a range of entertainment formats like quiz competitions and poetry slogan writing competitions. Its community driven content which is relevant to the day-to-day lives of community members and awareness and behaviour change campaigns make its programme mix relevant and engaging.

Kadal Osai has carved out a niche for itself as a valuable asset for the fishing community that it serves. Its efforts have been widely recognized by mainstream media as well and it also received the Nambikkai Virudhugal (Hope Award) given by Tamil magazine Viketan in 2019.

**Links**

Article on Kadal Osai CR in the UNDP website

Article on Kadal Osai CR in the PARI network
https://ruralindiaonline.org/articles/today-we-seek-those-fish-in-discovery-channel/

Article in *The Hindu*

Article in *Live mint*

Article in *Outlook*

Article in *The Lede*
https://www.thelede.in/environment/2019/07/02/netting-a-good-haul-doesnt-fatten-fishermens-packets

**Social Media Handles**

🔗 [https://www.kadalosafm.com/](https://www.kadalosafm.com/)
🔗 [https://www.facebook.com/kadalosafm/](https://www.facebook.com/kadalosafm/)
🔗 [https://twitter.com/kadal_osai?lang=en](https://twitter.com/kadal_osai?lang=en)
🔗 [https://www.instagram.com/kadalosai__90.4/](https://www.instagram.com/kadalosai__90.4/)
SDG 15.1
By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

SDG 15.2
By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

SDG 15.3
By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world.

SDG Target 15.4
By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development.

SDG Target 15.5
Take urgent and significant action to reduce the degradation of natural habitats, halt the
loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.

**SDG Target 15.6**
Promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed.

**SDG Target 15.7**
Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products.

**SDG Target 15.8**
By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems and control or eradicate the priority species.

**SDG Target 15.9**
By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.

**SDG Target 15.A**
Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems.

**SDG Target 15.B**
Mobilize significant resources from all sources and at all levels to finance sustainable forest management and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation.

**SDG Target 15.C**
Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities.
Radio Helps Restore Land Fertility through Organic Farming

SDG 15: Life On Land

Radio Kotagiri 90.4 MHz
Kotagiri, Nilgiris, Tamil Nadu
On Air 16 February 2013
Broadcast 12 hours
07:00-19:00
Languages Tamil, Kota, Toda, Irula, Kurumba, Baduga, and English
Staff Full time: 2 Paid volunteers: 1
Licensed to Keystone Foundation, NGO

After hearing that a programme on organic agriculture was being aired on Radio Kotagiri in 2019, many farmers started talking about the ill-effects of chemicals and pesticides. We all could see that soil fertility and water quality were changing and the programmes helped us make the links between pesticides and deteriorating agricultural yields. The programme was very useful for farmers and communities in the region and gave many links and incentives for future changes.

Surender, Gilen and Shanmugam
Group of three farmers from Kookultharai who are active listeners of Radio Kotagiri
Located in the pristine mid-Nilgiris range called Kotagiri, Radio Kotagiri’s parent organization, Keystone Foundation that had been working in the region, set up the station in 2013 to strengthen the voices of the agrarian communities that include several tribes who live off the land. So, it was not surprising that Radio Kotagiri took up work on SDG 15 Life On Land, as part of its multi-dimensional approach to sustainable development. The radio team first heard about the SDGs in the National CR Sammelan, followed by the SMART workshop in 2019. Its ability to produce locally contextualized content in local languages for communities that still listen to the radio in the coverage area that includes remote hilly villages, defines its work in sustainable development. Most of Keystone Foundation’s on-going programmatic activities are in line with the SDGs and while no major changes were done post its exposure to the toolkit, the thematic thrust helped streamline its work further.

The team held several stakeholder consultations to discuss the themes that it should focus on. Nutrition, covering traditional foods, and kitchen gardens; beekeeping for improved incomes and farm productivity; and organic agriculture for reducing input costs and conserving biodiversity emerged as some key themes of interest and relevance to the community that needed more attention.

It was also important to address issues related to the rapid urbanization of Kotagiri town encompassing about 15 villages. Over 25,000 inhabitants in the listening area belong to native communities who have a strong oral tradition and possess distinctive knowledge of their culture, folklore, customs, and festivals. Radio Kotagiri draws on the community’s diverse and rich repository which forms the basis of the programmes that it produces and airs in various dialects.

Community members from the Kookultharai farmlands where HCL Foundation supported
a programme on water and sanitation and biodiversity restoration which has been running since 2019 gave a very positive response to Radio Kotagiri’s programmes, especially those on organic farming. Combining radio content with field activities for adopting organic farming practices enabled Radio Kotagiri to see a visible impact with improved productivity. Programmes on bio alternatives and chemical pesticides and fertilizers named Poochiverati (bio pesticide) and Panchagavyam (organic fertilizers) have become very popular and have received requests for repeat broadcasts from the farming community. While the uptake and transformation is a slow process, the station has already taken roots in the community. The biggest impact can be seen in the community members’ slow conversion to organic agriculture. Organic kitchen gardens have been started in schools for making mid-day meals which also ensure nutrition for school students.

Using the SDG toolkit, the community content committee discussed other programmes that could be covered under SDG 15 and decided to do more programmes besides best use land practices and included a series on wildlife. The series covered human wildlife interactions, safety, and co-living. A third series of programmes on livelihoods covering timber forest produce collection and traditional agriculture was also done, thus covering nearly all the targets under SDG 15, adopting a complete ecosystem approach to content development.

Content was produced by involving several partners as co-creators including KPS College, Kotagiri Medical Fellowship, the local panchayat, the Blue Mountain Consumer Club, and the United Nilgiris Conservation Society (UNCS).

Radio Kotagiri has a strong social media presence and reaches out to the resident community and supporters of the biosphere reserve area via Facebook, YouTube, Instagram, Twitter, and Sound Cloud. Regular feedback and requests for episodes have helped keep the series going even though funds are a constraint. Radio Kotagiri’s ability to engage with several stakeholders and the local community including local institutions has helped its programme create a lasting impact.

🔗 Links & Social Media Handles

http://Radiokotagiri.keystone-foundation.org
https://onlineradiofm.in/tamil-nadu/kotagiri/radio-kotagiri
https://www.facebook.com/keystonefoundation/
SDG Target 16.1
Significantly reduce all forms of violence and related death rates everywhere.

SDG Target 16.2
End abuse, exploitation, trafficking, and all forms of violence against and torture of children.

SDG Target 16.3
Promote the rule of law at the national and international levels and ensure equal access to justice for all.

SDG Target 16.4
By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery, and return of stolen assets and combat all forms of organized crime.

SDG Target 16.5
Substantially reduce corruption and bribery in all their forms.
SDG Target 16.6
Develop effective, accountable, and transparent institutions at all levels.

SDG Target 16.7
Ensure responsive, inclusive, participatory, and representative decision-making at all levels.

SDG Target 16.8
Broaden and strengthen the participation of developing countries in the institutions of global governance.

SDG Target 16.9
By 2030, provide legal identity for all, including birth registration.

SDG Target 16.10
Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

SDG Target 16.A
Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in developing countries, to prevent violence and combat terrorism and crime.

SDG Target 16.B
Promote and enforce non-discriminatory laws and policies for sustainable development.
Social justice may be seen as the very raison d’etre of community radio giving voice to the marginalized and ensuring their participation in democracy. SDG 16 also encompasses several other goals as it strives to end poverty, reduce inequalities, and bring about social justice.

Alfaz-e-Mewat got an opportunity to realize this goal as it received support from the National Legal Services Authority of India (NALSA) and its district level counterpart DLSA as a community radio station in Haryana for producing a set of programmes on legal awareness under its mandate of providing free legal services to the weaker sections of society.

The radio team’s thorough understanding and commitment to the goal resulted in the series, *Kanoon ki Baat* (KKB) (Matters of Law). The programme emphasized legal empowerment of citizens and promoting their rights.

The station drew upon NALSA reports that showed that 70 per cent of the people living in rural areas were not aware of the rights that they were entitled to by law. Also, a substantial number of literate people living both in the cities and villages were also unaware of their legal rights and entitlements. This lack of legal awareness was responsible for deception, exploitation, and deprivation of rights and benefits, the reports noted. To

SDG 16 - Peace, Justice, and Strong Institutions holds a key place in our community as these lead to good governance. Community radio’s essence of participatory communication goes a long way in achieving this goal. Our programmes on legal empowerment and promoting citizen participation strive to bring about mass awareness, empowerment, and capacity enhancement.

Alfaz-e-Mewat team

this background information, Alfaz-e-Mewat added its own understanding through community interactions for understanding major governance related issues in the community and challenges faced by the people while trying to access their legal entitlements.

The programme had a talk show format and discussions with legal experts like the DSLA representative, judges, and paralegal volunteers were followed by direct interaction through live phone-in sessions. Various topics were discussed like laws, acts, and provisions that related to people’s daily lives. For instance, many people did not know that marginalized groups were entitled to free legal aid including legal awareness training, legal aid for disputes in court, and aid for disputes to be negotiated in the Lok Adalat (People’s Court), a forum that promotes voluntary settlement of cases out of court. Since DLSA was directly involved in the programme series, it became easier for the radio team to negotiate with other line departments as well like the Child Protection Officer, the District Food and Supplies Officer, and the Block Development Officer who extended their help in addressing people’s queries.

The topics covered included the Child Marriage and Dowry Act, the Mining and Forest Act, Land Rule, civil suits, domestic violence, first information report, the Motor Vehicle Act, Consumer Act, National Investigation Agency Act, food and supply, Fundamental Rights and Duties, Senior Citizens Act, Mental Health Act, Right to Education Act, Lok Adalat mediation, laws related to women trafficking, women’s rights, the Child Protection Act, road safety, licensing, MGNREGA, and Aadhaar. Alfaz-e-Mewat has been able to identify different targets addressed in the goal such as 16.1, 16.2, 16.3, 16.5, 16.6, 16.7, 16.9, 16.10, and 16 B.

Through the programmes, listeners also learnt about an important government provision of a Chief Minister’s Window to escalate issues that did not find timely resolution at the concerned department level. The call for action given in the programmes was for people to participate by calling, seeking expert advice, and sharing their experiences while trying to access legal services. Listeners also provided feedback during the station’s regular feedback hour Tere Mere Man ki Baat (Heart to Heart). Through these interactions, officials also learnt about the gaps in the system, lapses in implementation, and became aware of the hassles that people faced in getting their entitlements due to institutional delays and denials.
Alfaz-e-Mewat also undertook on-ground activities to strengthen the programme. Besides narrow casting for a wider reach, it also held legal literacy camps with the help of DLSA and its parent institution Sehgal Foundation. These camps proved to be a good platform for interactions between villagers and officers and also brought visibility to the station’s programmes. Alfaz-e-Mewat ran a radio booth at the legal literacy camp where visitors dropped their questions which formed the basis for planning several episodes of Kanoon ki Baat.

During the time Kanoon ki Baat was on air, the Haryana government issued a policy that took thousands of truck drivers off the roads because it stipulated that truck drivers with licenses from other states would need to have fresh licenses made as per new eligibility criteria that required applicants to have a minimum educational levels of Class 10. After agriculture, driving is the second most common occupation for the people in Mewat region, with 40,000 truck drivers in the district. The poorly understood law created a lot of confusion and when a desperate caller Israil who was hard put to make ends meet, called the station for clarifications, the flood gates opened. The phone rang incessantly with several callers facing similar situations calling and talking about falling prey to touts offering to get new licenses for hefty fees. Alfaz-e-Mewat made a series of programmes on the Motor Vehicles Act with an expert panel of a lawyer, the Chief Judicial Magistrate, and a DLSA official who explained the provisions
and cleared many misconceptions about the policy announcement.

The main learnings for Alfaz-e-Mewat are that collaborating with officials and getting them on air brings accountability to the system and a CRS can be an effective tool in the process of ensuring a resolution.

As programme support also mandated content exchange between participating stations, Alfaz-e-Mewat’s listeners got an opportunity to hear the concerns of other communities as well. The success of the programme is also evident from the fact that the Ministry of Information and Broadcasting issued an advisory to stations to connect with nodal officers for legal services in the states to spread legal awareness through radio and television. The relevance and popularity of the programme was such that after its sponsored support ended, Alfaz-e-Mewat continued to work closely with DLSA and paralegal volunteers and judges through another legal series called *Hum se Hai Shashan* (People-led Governance).

The innovation of this programme lay in its design. Accurate information reached people, the community got an audience with the legal machinery, a direct interface between officials and community members was established, and cross-learning was promoted through programme exchange between participating stations.

### Links

**Kanoon ki Baat programme launched**


**Radio will make people aware on legal matters**


### Social Media Handles

[Facebook](https://www.facebook.com/SMSFPage/)

[Alfaz-e-Mewat](https://www.facebook.com/Alfaz-e-Mewat-102558286604114/)

[Twitter](https://twitter.com/sehgalfdn)
Radio Builds Peace by Busting Misinformation Campaigns

SDG: 16 Peace, Justice, and Strong Institutions

Radio Rathinavani 90.8 MHz
Eachanari, Coimbatore, Tamil Nadu
On Air 13 May 2013
Broadcast 24 hours
Languages Tamil, Hindi, and English
Staff Full time: 2  Paid volunteers: 2
Licensed to Rathinam Group of Educational Institutions, EDUCATIONAL

With great responsibility, Rathinavani took up SDG 16 to promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and for building effective, accountable, and inclusive institutions at all levels. It focuses on target 16.10, which states ensuring public access to information and protecting fundamental freedoms in accordance with national legislations and international agreements. The issue of inclusion is a running thread in Rathinavani’s programming.

In the context of promoting Peace, Justice, and Strong Institutions, Rathinavani has taken up a very sensitive issue for reporting on the radio. The decades-long peace and harmony among different religious groups in Coimbatore recently faced disturbances due to misinformation leading to suspicion and bitterness. Even a fundamental concept like what is citizenship as defined in the Constitution came up for debate and led to unrest among community members.

Rathinavani is striving to ensure that the public has access to information that can protect fundamental freedoms as guaranteed under national laws and which are in accordance with international agreements thus focusing on target 16.10.
During the protests in 2019 post the introduction of CAA and NRC, Rathinavani employed two specific strategies: first, clearing misinformation through primary research and by clarifying legal drafts, and second, understanding the reasons for the misinformation among the people through vox-pops to get an idea of what the confusion is about. The programmes were based on these two.

The programmes helped bring responsible and ethical broadcasting into the fold of Rathinavani’s programming which played the role of a facilitating agency that brokered peace and dialogue among the protesting public. The radio’s content management committee met to discuss how to broadcast such a sensitive topic. It agreed that protesting was a democratic right but if done through emotional outbursts it promoted hatred and could not be an accepted method. If an episode was to be produced on SDG 16, it had to be implemented in letter and spirit.

Rathinavani called for volunteers to support this initiative. Ensuring that reliable news

"We have to take into account that there are many sensitive issues that the community was facing which Rathinavani had to tackle. Without violating any guidelines, it is important to create a balance between raising an issue that is of relevance to the community and furthering SDG 16 - Peace, Justice, and Strong Institutions. We recommended strong ethical reporting practices backed by research while discussing these topics and are happy with our tackling of sensitive topics which are being replicated in this time of the COVID-19 pandemic."

Dr. R. Manickam
CEO, Rathinam Group
sources were reviewed like Lok Sabha and Rajya Sabha reports, the views of lawyers and those of the communities were recorded by volunteers. A radio documentary was produced with an anchor addressing the rumours, especially in some of the sensitive localities like Ukkadam and Kunniyamuthur where protests were going on. Several volunteers signed up for the programme, but only one detailed story was followed through to the end and produced in a radio documentary format.

Rathinavani collaborated with partners like Rathinam Educational Institute for mobilizing student volunteers, Ideosync Media Combine as the knowledge partner, the UNESCO, International Programme for the Development of Communication for support, the Co-vai Post (a Coimbatore online news publication), and the Coimbatore Lawyers Network for expert talks.

Several narrowcasting sessions and open discussions were held to mobilize public opinion against misinformation. Although only one episode was produced, it generated a lot of discussions among the students and the community. The process was also a big learning experience for Rathinavani.

However, taking the format and structure forward, similar issues relating to misinformation and clarifying rumours through sustained and well researched programming was also undertaken during the COVID-19 pandemic related lockdown period from March to May 2020, especially for addressing the discrimination of minority community members for spreading the virus and to bust rumours and support the local police action in managing crowds.

Rathinavani has learnt that when handling sensitive issues, one needs to test the waters with the community first and build a collective voice to bust myths and prevent misinformation. The team has also learnt that all facts must be thoroughly verified and only a delay-live strategy should be used for vox-pops or field reporting. The same social media like WhatsApp which is usually the main source in spreading misinformation was harnessed by Rathinavani to correct misinformation and bust myths among its listeners.

**Links & Social Media Handles**

- https://www.facebook.com/Rathinavani/
- @rathinavani908
- https://www.youtube.com/channel/UC19jJ62UHd2Aaf3tBE908w
- http://www.manch.net.in/adda/view_media/4320
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#1/1-1, Atria Towers, Palace Road  
Bengaluru - 560 001, Karnataka  
Tel: +91 80 2235 5490 / +91 80 2235 3214  
radioactivecr90.4mhz@gmail.com |
|---|---|
| 2 | Radio Ala 90.8 MHz  
Malireddy Charitable Trust, 2nd Floor,  
Boggavarapu Municipal Building, Beside TheaterMayuri, Cinema Road,  
Kakinada-533001, E. Godavari Dist, Andhra Pradesh  
Tel: +91 92480 40968  
radioala90.8fm@gmail.com |
| 3 | Alfaz-e-Mewat 107.8 MHz  
SM Sehgal Foundation  
Plot No. 34, Sector 44, Institutional Area,  
Gurugram, Haryana 122003 Community Centre, Village Ghaghas,  
Block Nagina, District Mewat, Haryana - 122108  
Tel: +91 124 4744100; +91 124 4744100  
poojamurada@irrad.org |
| 4 | Amity 107.8 MHz  
Amity University,  
3rd floor, J1 Block,  
Sector 125, Noida, Uttar Pradesh-201303  
Tel: +91 9810699588; +91 120-439230  
radioamity@amity.edu |
| 5 | Radio Benziger 107.8 MHz  
Bihop Benziger Hospital,  
Beach Road, Kollam,  
Kerala -691001  
Tel: +91 474-2762477; Cell: +91 9744722299  
bishopbenzihosp@hotmail.com; radiobenziger@gmail.com |
| 6 | Radio Brahmaputtra 90.4 MHz  
Maijan Borsaikia Gaon, P.O.Hiloidhari,  
Dibrugarh, Assam-786002  
Tel: 0373-2303584  
E: bhuyan.bhaskar83@gmail.com |
| 7 | Radio Bundelkhand 90.4 MHz  
Babedijangal Taragram,  
Orchha, Madhya Pradesh 472246  
Cell: +91 95325 43736  
radiobundelkhand@devalt.org |
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<td>Bunkar Vikas Sanstha, C/O- Sanjay Kumar Jain House, Near Rest House, Ashok Nagar, Chanderi-473446, Madhya Pradesh Cell: + 91 94257 68634 <a href="mailto:chanderikiawaaz@gmail.com">chanderikiawaaz@gmail.com</a></td>
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<td>CMS Radio 90.4 MHz</td>
<td>CMS Film &amp; Radio Division, CMS Head Office 12, Station Road, Lucknow-226001 Uttar Pradesh Cell: + 91 9453831307 <a href="mailto:rk.singh@cmseducation.org">rk.singh@cmseducation.org</a></td>
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<td>Diamond 91.2 MHz</td>
<td>Khongjom War Memorial Trust, Opposite to Khongjom Police Station, 102 NH Manipur Cell: + 91 9856797626: + 91 8794303245 <a href="mailto:mhemanta@yahoo.com">mhemanta@yahoo.com</a>; <a href="mailto:diamondradio91.2mhz@gmail.com">diamondradio91.2mhz@gmail.com</a></td>
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<td>Friends 90.4 MHz</td>
<td>Opp. Water Supply, Office, Dhaleswar, Kalyani Agartala, Tripura West Tel: + 91 381 2511111 <a href="mailto:crsprojecttripura@gmail.com">crsprojecttripura@gmail.com</a></td>
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<td>Gurgaon ki Awaaz 107.8 MHz</td>
<td>The Restoring Force 27, Sector 18, Electronic City Udyog Vihar, Gurgaon-122016. Tel:124-4087545; Cell: 9811126336 <a href="mailto:arti@trfindia.org">arti@trfindia.org</a></td>
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| 15 | Janvani 90.8 MHz  
Academic and Technical Education Development Society,  
New Mahe, Kannur District  
Kerala - 673311  
Cell: + 91 8606609000  
atedsociety@gmail.com; janvanifm@gmail.com |
| 16 | Kadalousi 90.4 MHz  
Railway feeder Road,  
Pamban, Tamil Nadu  
Cell: 99409 59358, 70944 39991, 99409 59358  
gayathriusman@gmail.com; kadalosaifmad@gmail.com |
| 17 | Kamalvani 90.4 MHz  
Kamalnishtha Sansthan Village  
P O : Kolsia Nawalgarh Jhunjhunu,  
Rajasthan- 333042  
Tel: -01594- 276284, 276484, 276171, 276071, 298084, 298085  
Cell: + 91 9001005900, + 91 9530035943  
drdp91@gmail.com, kninfo91@gmail.com, kamalvanicrs@gmail.com |
| 18 | Kotagiri CRS 90.4 MHz  
Groves Hill Road, Kotagiri 643217,  
The Nilgiris Tamil Nadu  
Tel: +91-4266-271977  
radio@keystone-foundation.org |
| 19 | KSR CRS 90.4MHz  
K.S. Rangasamy Educational Institutions,  
KSR Kalvi Nagar,  
Trichengode 637215  
Tamil Nadu  
Tel: 04288 274 213; Cell: + 91 9524355053  
ksrcr904@gmail.com |
| 20 | Lalit Lok Vani 90.4 MHz  
Sai Jyoti Gramodhyog Samaj Seva Samiti  
417 Gandhi Nagar- 284403  
Lalitpur, Uttar Pradesh  
Cell: + 91 9648939947  
lalitlokvan@gmail.com; 80pankajtiwari@gmail.com |
| 21 | Luit 90.8 MHz  
IDOL Building,  
Gauhati University  
Guwahati 781014, Assam, India  
Cell: + 91 8811092674; + 91 9435043124  
registrar@gauhati.ac.in; vaskodeacharya@gmail.com |
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<td>Kalyan Sewa Samiti Kendra Bhanaj, Po- Machkandi Via-Chandrapuri, Rudraprayag Teh-Ukimath- 246425 Uttarakhand</td>
<td>Cell: + 91 9837095433 ; + 91 9639649917</td>
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<td>The SMART NGO MDA, Transit Hostel, Opposite CI Chowki, Near BSNL Exchange, Nuh, Mewat 122107 (Haryana)</td>
<td>Cell: + 91 9718918337</td>
<td><a href="mailto:radiomewat90.4@gmail.com">radiomewat90.4@gmail.com</a></td>
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<td>Dr Adkar Balkalyansankul, Lendkar Mala, Balikashram Road, Ahmednagar- 414001 Maharashtra</td>
<td>Cell: + 91 9011112390 ; + 91 7743980353</td>
<td><a href="mailto:radionagar@snehalaya.org">radionagar@snehalaya.org</a>, <a href="mailto:info@snehalaya.org">info@snehalaya.org</a></td>
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<tr>
<td>28</td>
<td>Nazariya</td>
<td>107.8 MHz</td>
<td>Dhrishti Media Foundation 2nd Floor, Mistry Chambers Near CamaHotel, Vidyaguri Neelkanth Marg Khanpur, Ahmedabad- 380001, Gujarat</td>
<td>Tel: + 91-79-25601660, 48919356</td>
<td><a href="mailto:adionazariya107.8@gmail.com">adionazariya107.8@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Station Name</td>
<td>Address</td>
<td>Contact Information</td>
<td></td>
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<tr>
<td>29</td>
<td>Pasumai 90.4 MHz</td>
<td>Peace Industrial School Vittalnayakanpatty, NH-7, Karur Road Sukkampatty, Dindigul- 624709 Tamil Nadu</td>
<td>Cell: 9790807304 <a href="mailto:pasumaifm@hotmail.com">pasumaifm@hotmail.com</a>; <a href="mailto:ppco@peacetrust.in">ppco@peacetrust.in</a></td>
<td></td>
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</tr>
<tr>
<td>30</td>
<td>Rathinavani 90.8MHz</td>
<td>Rathinam College of Arts and Science Rathinam Techzone Campus Pollachi Road, Eachanari Coimbatore 641021, Tamil Nadu</td>
<td>Tel: + 91 422-2679205, 2677156 <a href="mailto:hod.cs@rathinamcollege.com">hod.cs@rathinamcollege.com</a></td>
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</tr>
<tr>
<td>31</td>
<td>Rudi No Radio 90.4 MHz</td>
<td>Manipur Village, Near Thakore Bhai Park, Sanand, 380058 Gujarat</td>
<td>Cell: 07926580474 <a href="mailto:lasew1905@gmail.com">lasew1905@gmail.com</a>; <a href="mailto:shanta.koshti@gmail.com">shanta.koshti@gmail.com</a></td>
<td></td>
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<tr>
<td>32</td>
<td>Salaam Namaste 90.4 MHz</td>
<td>IMS, Campus Building, A Block, Sector 62, Noida Uttar Pradesh</td>
<td>Cell :+91-9650723550 <a href="mailto:info@salaamnamaste.in">info@salaamnamaste.in</a></td>
<td></td>
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<tr>
<td>33</td>
<td>Sarathi Jhalak 90.4 MHz</td>
<td>Saarathi Anugondana Halli, Hobli, Hoskote Taluk Bengaluru Rural-560070 Karnataka</td>
<td>Cell: + 91 9845536979 <a href="mailto:sarathibgl@gmail.com">sarathibgl@gmail.com</a>, <a href="mailto:shamanthads@gmail.com">shamanthads@gmail.com</a></td>
<td></td>
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<tr>
<td>34</td>
<td>Hamara Radio MSPICM 90.4MHz</td>
<td>M. S. Panwar Institute of Communication &amp; Management, Rajgarh Road, Shamti, Solan, Himachal Pradesh - 173212</td>
<td>Tel: + 91 1792-229297 Cell: + 91 9218848838 <a href="mailto:salonigtm@gmail.com">salonigtm@gmail.com</a>; <a href="mailto:brijenderpanwar@gmail.com">brijenderpanwar@gmail.com</a></td>
<td></td>
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<tr>
<td>35</td>
<td>Suno Sharda 90.8MHz</td>
<td>Sharda University Plot No 32,34 Knowledge Park III – 201306 Greater Noida, District G B Nagar, Uttar Pradesh</td>
<td>Cell: 9891343811 <a href="mailto:sonali.srivastava@sharda.ac.in">sonali.srivastava@sharda.ac.in</a>; <a href="mailto:amit.chawla@sharda.ac.in">amit.chawla@sharda.ac.in</a></td>
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<tr>
<td>Number</td>
<td>Station Name MHz</td>
<td>Location Information</td>
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<tr>
<td>36</td>
<td>Surabhi 90.4 MHz</td>
<td>Indian Institute of Education &amp; Care (IIEC) At-29, Dharma Vihar Po-Khandagiri, Khordha, - 751030, Odisha. Tel: 0674-2350161. <a href="mailto:radiosurabhi8@gmail.com">radiosurabhi8@gmail.com</a>; <a href="mailto:tanmesh.pradhan95@gmail.com">tanmesh.pradhan95@gmail.com</a></td>
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<tr>
<td>37</td>
<td>Tilonia 90.4 MHz</td>
<td>Barefoot College, Tilonia Rd, Tilonia, Rajasthan 305816. Tel: + 91 75972 79484. <a href="mailto:tilonia.radio@gmail.com">tilonia.radio@gmail.com</a></td>
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<tr>
<td>38</td>
<td>Venudhwani CRS 90.4 MHz</td>
<td>KLE Kanasu JNMC Campus Nehru Nagar, Belagavi, Karnataka. <a href="mailto:venudhwani@gmail.com">venudhwani@gmail.com</a></td>
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<tr>
<td>39</td>
<td>Vishwas 90.8 MHz</td>
<td>Vishwashyoti Apartment Basement of Vishwas Co-op Bank Ltd, Behind Prakash Petrol Pump Govind Nagar, Mumbai Naka, Nashik. 422009 Maharashtra. Cell: + 91 9270529805; 9028089000. <a href="mailto:vivekraj.nsk@gmail.com">vivekraj.nsk@gmail.com</a></td>
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<td>40</td>
<td>Voice of Azamgarh 90.8 MHz</td>
<td>Mirza Ahsanullah Beg Education &amp; Social Welfare Society, 46 Ishwar Nagar, Opp Surya Hotel, New Delhi. M.A. Beg Girls Degree College, Anjan Shaheed, Tehsil Sagri, Distt. Azamgarh-276125, Uttar Pradesh. Cell: + 91 9839211624; 9810414007. <a href="mailto:sriv.seema@gmail.com">sriv.seema@gmail.com</a></td>
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<tr>
<td>41</td>
<td>Waqt ki Awaaz 91.2 MHz</td>
<td>Shramik Bharti, Opposite Ganga Bal Vidyalaya, Bairi Dariyao, Bairi Sawai, Maitha, Akbarpur, Kanpur Dehat - 209 204 Uttar Pradesh. Cell: + 91 8953991352, 8840097976. <a href="mailto:waqtkiawaaz@gmail.com">waqtkiawaaz@gmail.com</a></td>
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<tr>
<td>42</td>
<td>Yeralavani 91.2 MHz</td>
<td>Yerala Bhavan, Near Tata Petrol Pump, Miraj Road, Sangli-416415 Maharashtra. Cell: 09423035952. <a href="mailto:yeralavani91.2@gmail.com">yeralavani91.2@gmail.com</a></td>
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<td></td>
<td><strong>NEPAL (From ACORAB WEBSITE)</strong></td>
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<tr>
<td>1</td>
<td>Purbanchal 104.4MHz Biratnagar Sub Municipality-16, Morang Tel: + 977 21-525105, 4701 <a href="mailto:abcradio@ntc.net.np">abcradio@ntc.net.np</a></td>
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<td>2</td>
<td>Radio Chautari FM 91.4 MHz Besisahar -1, Lamjung Gandaki Tel: + 977 66-521183, 184 <a href="mailto:chautarilive@gmail.com">chautarilive@gmail.com</a></td>
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<td>3</td>
<td>Radio Dhading 106 MHz Kathmandu Cell: Subash Khatriwa: 9841349074, Cell: Rajan Lamsal: 9851148298 Tel: + 977 10-520960, 520 <a href="mailto:radiodhading@gmail.com">radiodhading@gmail.com</a>, <a href="mailto:tiwari_gopal@hotmail.com">tiwari_gopal@hotmail.com</a></td>
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<td>4</td>
<td>Radio Gurbaba 106.4 MHz Motipur-8, Bardiya Bheri Tel: + 977 84-400003, 4000 <a href="mailto:nmcnpj@wlink.com.np">nmcnpj@wlink.com.np</a>, <a href="mailto:fm_gurbaba@yahoo.com">fm_gurbaba@yahoo.com</a></td>
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<td>5</td>
<td>Radio Kalinchowk 106.4 MHz Bhimeshwor -1, Dolakha Janakpur Tel: + 977 49-421775/4217 Cell: Dil Bahadur KC: + 9744007633 <a href="mailto:kalinchowkfm106.4mhz@gmail.com">kalinchowkfm106.4mhz@gmail.com</a></td>
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<td>6</td>
<td>Radio Kapilavastu 104.2 MHz Dhankauli-9, Chetaradei, Kapilavastu Lumbini Tel: + 977 76-690873 <a href="mailto:radiokapilvastu@gmail.com">radiokapilvastu@gmail.com</a></td>
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<tr>
<td>7</td>
<td>Radio Madi F.M 107.6 MHz Basantapur Madi Chitawan Narayani Tel: + 977 56-501070 <a href="mailto:radiomadi107.6@gmail.com">radiomadi107.6@gmail.com</a></td>
<td></td>
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<tr>
<td>8</td>
<td>Radio Marsyangdi 95.0 MHz Besisahar, Municipality- 7 Lamjung Tel: + 977 66520547, 520020, 521220 <a href="mailto:News.radiomarsyangdi@gmail.com">News.radiomarsyangdi@gmail.com</a>/ <a href="mailto:radiomarsyangdi95@gmail.com">radiomarsyangdi95@gmail.com</a></td>
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<tr>
<td>9</td>
<td>Radio Rudraksha 98.8 MHz Jaleshwar-5, Mahottari Janakpur Tel: + 977 044-520521 <a href="mailto:radiorudraksha@live.com">radiorudraksha@live.com</a>; <a href="mailto:radiorudraksha@gmail.com">radiorudraksha@gmail.com</a></td>
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<tr>
<td>10</td>
<td>Sindhu FM 102.8 MHz Melamchi 2, Sindhupalchowk Bagmati Cell: + 9841273218 <a href="mailto:ratnsindh@yahoo.com">ratnsindh@yahoo.com</a></td>
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</tbody>
</table>
## COMPILING BEST PRACTICES IN COMMUNITY RADIO FOR SUSTAINABLE DEVELOPMENT

### PART I – CRS’ PROFILE

<table>
<thead>
<tr>
<th></th>
<th>CRS’ NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>LOCATION</td>
</tr>
<tr>
<td>3</td>
<td>DATE OF Operationalization</td>
</tr>
<tr>
<td>4</td>
<td>REGULAR HOURS OF BROADCAST</td>
</tr>
<tr>
<td>5</td>
<td>REGULAR TIMINGS</td>
</tr>
<tr>
<td>6</td>
<td>Timings during lockdown</td>
</tr>
<tr>
<td>7</td>
<td>Languages of broadcast</td>
</tr>
<tr>
<td>8</td>
<td>Staff</td>
</tr>
<tr>
<td>9</td>
<td>Brief description of the community</td>
</tr>
</tbody>
</table>
**PART II   SDG AWARENESS AND TRAINING**

10. When and how did you first hear about the Sustainable Development Goals?

11. Why do you think Community Radio is important and relevant for achieving the SDGs?

12. Have you/any member of the CRS attended any orientation or training programme on addressing SDGs through community radio? **YES**  **NO**

If yes, please provide the details below:

<table>
<thead>
<tr>
<th>No</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Time /duration/place of training</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Organized by:</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Who attended the training</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Did you receive any reference material/ toolkit/ guide etc.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Post training, how was the information shared with the team?</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Were there any discussions, meetings in the community?</td>
<td></td>
</tr>
</tbody>
</table>
PART III- SDGs’ GOALS AND CRS PROGRAMMING
Here is a list of SDGs for easy reference. Please indicate the area in which your CRS is making programmes and also indicate any specific targets you are addressing within these goals.

<table>
<thead>
<tr>
<th>SDGs</th>
<th>Indicate if the programmes are focused on any specific SDGs’ targets.</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL 1: No Poverty</td>
<td></td>
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<tr>
<td>GOAL 2: Zero Hunger</td>
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<tr>
<td>GOAL 3: Good Health and Well-being</td>
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</tr>
<tr>
<td>GOAL 4: Quality Education</td>
<td></td>
</tr>
<tr>
<td>GOAL 5: Gender Equality</td>
<td></td>
</tr>
<tr>
<td>GOAL 6: Clean Water and Sanitation</td>
<td></td>
</tr>
<tr>
<td>GOAL 7: Affordable and Clean Energy</td>
<td></td>
</tr>
<tr>
<td>GOAL 8: Decent Work and Economic Growth</td>
<td></td>
</tr>
<tr>
<td>GOAL 9: Industry, Innovation and Infrastructure</td>
<td></td>
</tr>
<tr>
<td>GOAL 10: Reduced Inequalities</td>
<td></td>
</tr>
<tr>
<td>GOAL 11: Sustainable Cities and Communities</td>
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</tr>
<tr>
<td>GOAL 12: Responsible Consumption &amp; Production</td>
<td></td>
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<tr>
<td>GOAL 13: Climate Action</td>
<td></td>
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<tr>
<td>GOAL 14: Life Below Water</td>
<td></td>
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<tr>
<td>GOAL 15: Life on Land</td>
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</tr>
<tr>
<td>GOAL 16: Peace, Justice and Strong Institutions</td>
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</tr>
<tr>
<td>GOAL 17: Partnerships to achieve the Goal</td>
<td></td>
</tr>
</tbody>
</table>
## PART IV SDGs AND YOUR SUCCESS STORIES

From the above table, select any three goals that you have been working on. For each of these, explain the processes that you have been following. You will be filling one information sheet – Part IV - CRS success story – for each goal that you are undertaking. Please copy-paste Part IV for each SDG.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Why is this SDG important for your community?</td>
</tr>
<tr>
<td>2.</td>
<td>Do the programmes that you have been making in this area correspond to any of its targets?</td>
</tr>
<tr>
<td>3.</td>
<td>Have you changed your programming to meet the objectives of the goal? (describe how).</td>
</tr>
<tr>
<td>4.</td>
<td>Have you undertaken any research, collected any background information especially for this programme? (describe).</td>
</tr>
<tr>
<td>5.</td>
<td>How did you incorporate the above inputs into the programme?</td>
</tr>
<tr>
<td>6.</td>
<td>How did you involve your community?</td>
</tr>
<tr>
<td>7.</td>
<td>How did you involve other agencies as partners (schools, other NGOs, the local administration, other organizations etc.)</td>
</tr>
<tr>
<td>8.</td>
<td>Was there a ‘call for action’ in the programme? Were there any measurable outcomes of your programme? (for example, was the community expected to do something after listening to the programmes?)</td>
</tr>
<tr>
<td>9.</td>
<td>Which has been your most popular programme in this subject area? Why do you think it was popular?</td>
</tr>
<tr>
<td>11.</td>
<td>Please provide a quote by an expert/community member/listener indicating what they think about the programme (benefits/importance etc.)</td>
</tr>
<tr>
<td>12.</td>
<td>What has been your learning while working on these programmes?</td>
</tr>
</tbody>
</table>
13. Have you undertaken any other activities to strengthen your programme’s reach (like narrowcasting, community events, or outreach programmes)?

14. Can you keep making more programmes in this manner, that is, do you have resources to repeat this process for more programmes?

15. What can other CRS learn from the way you made your programmes?

16. What do you think has been the impact of your programme in the community? Has the programme resulted in any action taken by the community, local administration, or any other local agencies? (this should be evidence based with specific examples).

17. Did you get any media coverage (please attach clippings/ photos).

18. Have you used social media (Facebook, Instagram, WhatsApp, Twitter etc.) to add to your radio programme’s efforts in any way? Please give examples.

19. Please attach action photographs and a sample programme that you believe was the best received by your community.

20. Overall, what made this programme initiative special or innovative?

21. Are you continuing to make programmes in this area?

22. AWARDS/COMMENDATIONS
   Mention Award Title, Year, Organization awarding/

23. Anything else you would like to share about this programme, not covered above.
Frequently Mentioned Sponsored Programmes/Agencies

The list below is not exhaustive and reflects the major agencies/programmes that were sponsored and mentioned by various Community Radio Stations for this compilation.

- Department of Science and Technology, Government of India
  - Science for Women’s Health and Nutrition
  - Radio Maths
- BBC Media Trust
  - Full on Nikki
- Ideosync Media Combine
  - IPDC
  - Disaster Management Authority (Kerala, Uttarakhand)
- UDMA
- UNESCO
  - IPDC
- UNICEF
  - Bachpan Express
  - Child Marriage Campaign
- CEMCA
- Commonwealth of Learning
  - CLP
- Ministry of Health and Family Welfare, GoI
  - RNTCP
- Ministry of Women and Child Development, GoI
- Asian Media Foundation
  - Hinsa ko No
• CREA
• NALSA
• Ministry of Information and Broadcasting, GoI
• National Rural Livelihoods Mission
  » Aajivika
• Swachh Bharat Abhiyan (GoI)
• Karnataka Rural Drinking Water and Sanitation Department
• HCL Foundation
• Azim Premji Foundation
• Australian High Commission
• NABARD
• Kerala Coffee Board
• Spices Board
• Kerala State Horticulture Mission
• Kerala State Council for Science Technology and Environment
• Ministry of Agriculture, GoI
  » ATMA
• Madras Crocodile Bank Trust
• FANSA
• ENRICH
• Odisha School Education Programme Authority
• National Rural Livelihoods Mission
• Hygiene Fund NGO
• Japanese International Cooperation Agency
• Bangladesh’s Health, Population, and Nutrition Sector Programme
• Climate and Development Knowledge Network (CDKN)
• National Health Mission