

CEMCA



सत्यमेव जयते
Ministry of Ayush
Government of India



INTERNATIONAL Day Of *Yoga* 2022



Regulates Your
Adrenal Glands



Better
Respiration



Overall
Mental Health



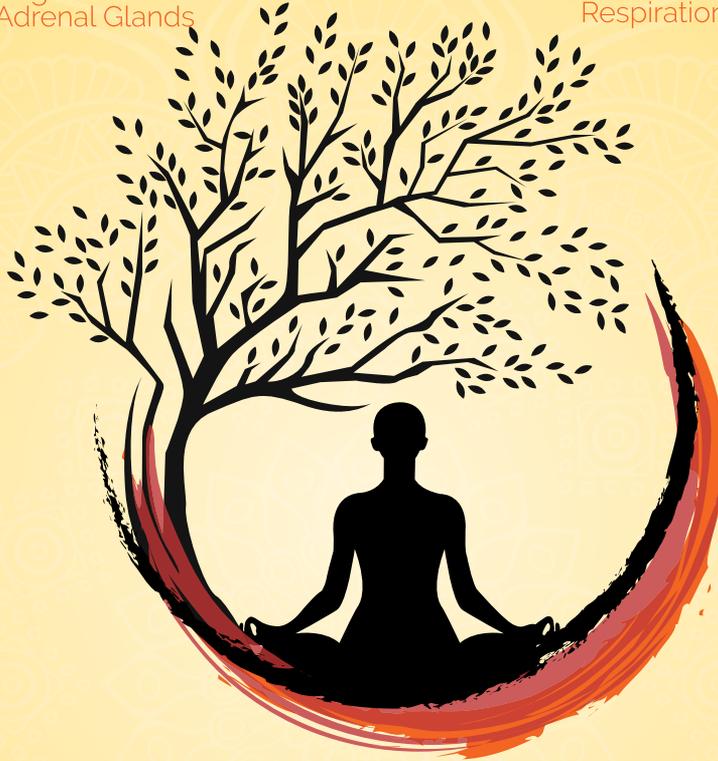
Reduce Risk of
Heart Disease



Strong Immune
System



Improve Your
Bone Health

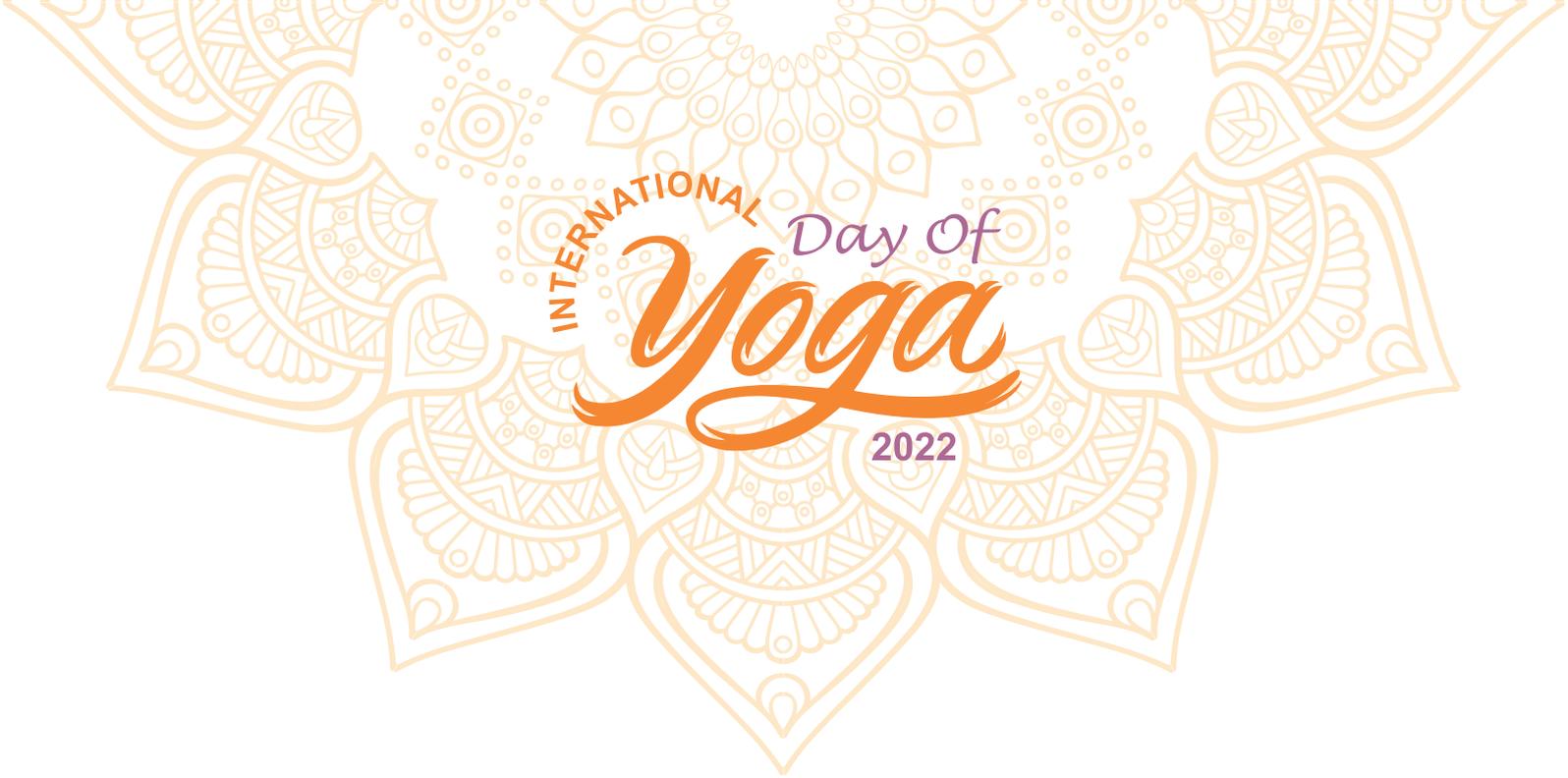


YOGA FOR HUMANITY

JUNE 21, 2022



YOGA THROUGH COMMUNITY RADIO
*A project for the International Day of Yoga 2022
on behalf of the Ministry of Ayush*



YOGA THROUGH COMMUNITY RADIO

***A Project for the
International Day of Yoga 2022
on behalf of the
Ministry of Ayush***



CEMCA

**Commonwealth Educational Media Centre for Asia (CEMCA)
New Delhi**

The Commonwealth Educational Media Centre for Asia (CEMCA) is an international organization established by the Commonwealth of Learning (COL), Vancouver, Canada, to promote the meaningful, relevant and appropriate use of Information and Communication Technologies to serve the educational and training needs of Commonwealth member states of Asia. CEMCA was granted diplomatic privileges and immunities by the Government of India under Section 3 of the United Nations (privileges and immunities) Act, 1947.

Copyright © CEMCA, 2022.



The publication entitled **Yoga Through Community Radio** is made available under a Creative Commons Attribution-Share Alike 4.0 License (international): <http://creativecommons.org/licenses/by-sa/4.0/> by CEMCA with permission of CEMCA. For the avoidance of doubt, by applying this licence, Commonwealth of Learning and Commonwealth Educational Media Centre for Asia (CEMCA) do not waive any privileges or immunities from claims that they may be entitled to assert, nor do COL/CEMCA submit themselves to the jurisdiction, courts, legal processes or laws of any jurisdiction.

All efforts have been made by CEMCA to check accuracy of the content, the representation of facts, principles, and methods are that of the members of the Community where data is collected. Views expressed in the publication are that of the individuals, and do not necessarily reflect the views of CEMCA/COL. All products and services mentioned are owned by their respective copyrights' holders, and mere presentation in the publication does not mean endorsement by CEMCA/COL. Every effort has been made to acknowledge and attribute all sources of information used in preparation of this material.

Project Team:

Ms Monica Sharma, Programme Coordinator, CEMCA

Mr Nittin Paul Mathew, Consultant, CEMCA

Report Prepared by: Mr Nittin Paul Mathew and Ms Monica Sharma

Graphic and Layout Design: Colorcom Advertising

Printed and published on behalf of Director, CEMCA by Mr. T K Kaul, Head, Administration and Finance, CEMCA, 7/8 Sarv Priya Vihar, New Delhi - 110016, India

For further information, contact: Commonwealth Educational Media Centre for Asia (CEMCA) and visit to <http://www.cemca.org>



Contents

ACRONYMS

EXECUTIVE SUMMARY

INTRODUCTION

METHODOLOGY

FINDINGS AND DISCUSSION

FROM LISTENERS TO LEARNERS

HIGHLIGHTS

CONCLUSION AND RECOMMENDATIONS

APPENDIX

- ANNEXURE 1 - LIST OF COMMUNITY RADIO STATIONS
 - ANNEXURE 2 - BROADCAST SCHEDULE OF THE JINGLE
 - SURVEY QUESTIONNAIRE
 - SCRIPT OF THE JINGLE
-

MEDIA COVERAGE



LIST OF TABLES

Table 1.1	Basic details of the project
Table 2.1	Schedule for implementing the activities
Table 2.2	Zone-wise list of CRS
Table 3.1	Orientation and Capacity Building of CRS
Table 3.2	Maximum potential outreach (zone-wise)

LIST OF FIGURES

Fig. 2.1	Project framework
Fig. 3.1	Gender composition of the participants
Fig. 3.2	Age-range of the participants
Fig. 3.3	Locality of the participants
Fig. 3.4	Occupation of the participants
Fig. 3.5	Source of information about the CYP course
Fig. 3.6	Chances of recommending the course to others
Fig. 3.7	Device used for accessing the CYP course
Fig. 3.8	Further plans after course completion
Fig. 3.9	Regular practice of yoga
Fig 3.10	Access to a yoga centre
Fig. 3.11	Willingness to practice yoga if a yoga instructor is made available
Fig. 3.12	Regular practice of yoga
Fig. 3.13	Access to a yoga centre
Fig. 3.14	Willingness to practice yoga if a yoga instructor is made available.
Fig. 3.15	Regular practice of yoga
Fig. 3.16	Access to a yoga centre
Fig. 3.17	Willingness to practice yoga if a yoga instructor is made available
Fig. 3.18	Regular practice of yoga
Fig. 3.19	Access to a yoga centre
Fig. 3.20	Willingness to practice yoga if a yoga instructor is made available
Fig. 3.21	Regular practice of yoga
Fig. 3.22	Access to a yoga centre
Fig. 3.23	Willingness to practice yoga if a yoga instructor is made available
Fig. 3.24	Regular practice of yoga
Fig. 3.25	Access to a yoga centre
Fig. 3.26	Willingness to practice yoga if a yoga instructor is made available
Fig. 4.1	Passive listeners to active learners



Acronyms

Ayush	Ayurveda Yoga & Naturopathy Unani Siddha Homeopathy
CEMCA	Commonwealth Educational Media Centre for Asia
CLP	Community Learning Programme
COL	Commonwealth of Learning
CRS	Community radio station
CYP	Common Yoga Protocol
IDY	International Day of Yoga
IEC	Information Education and Communication
ISM&H	Indian Systems of Medicine and Homeopathy
MDNIY	Morarji Desai National Institute of Yoga
MIB	Ministry of Information and Broadcasting
UN	United Nations





**RADIO
PUNJABI**
Tashan Punjabi - Jashan



कविता गर्ग
Kavita Garg
संयुक्त सचिव
Joint Secretary

Tel. : 011-24651938
Fax : 011-24651952
E-mail : kavitag@nic.in



भारत सरकार
आयुष मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स
आई.एन.ए., नई दिल्ली-110023
Government of India
Ministry of Ayush
Ayush Bhawan, B-Block, GPO Complex
INA, New Delhi-110023

September 12th, 2022

MESSAGE

It is a matter of great pleasure to know that Commonwealth Educational Centre for Asia (CEMCA) has successfully completed yet another project in collaboration with the Ministry of Ayush. I am sure that this project has been a great force in promoting Yoga throughout the country with the help of Community Radio Stations and has taken the word to the remotest corners.

The Ministry of Ayush is immensely pleased to integrate this project with Azadi Ka Amrit Mahotsav and therefore, the theme of International Day of Yoga 2022 is "Yoga for Humanity" which implies that Yoga is for everyone irrespective of gender, caste, age, nationality or race. I am glad that Yoga has been taken to the last mile through the current project and has fulfilled its true intent of reaching each and every one, irrespective of any barriers.

CEMCA's contributions in the fields of Education and Media are monumental, and its commitment to pathbreaking interventions remains unparalleled. CEMCA has been a valuable partner for the Ministry of Ayush and we acknowledge CEMCA's significant role in anchoring the Community Radio Stations of the country and making them an indispensable media tool in reaching out to marginalised communities and impenetrable terrains.

I would also like to congratulate the Yoga Certification Board (YCB) for their key contributions in promoting Yoga. Over the years, a vast number of people have become beneficiaries of YCB's programmes by acquiring professional expertise and certification in Yoga. YCB's relentless efforts have answered the pressing call of the need to promote Yoga through trained professionals.

Community Radio Stations have proven that there is none better than them to reach the rural and unreached masses of the country. They have been able to bind together people and places that were previously thought inaccessible. Reaching marginalised, aspirational communities has been at the core of their endeavours, and their efforts have helped millions keep pace with our nation's stride towards glory. I take this opportunity to wholeheartedly appreciate the insurmountable contributions of the Community Radio Stations.

Before signing off, I once again congratulate each and every stakeholder whose remarkable work has made this project a fruitful endeavour.

कविता
(Kavita Garg)



Yoga for Humanity
**International
Yoga Day
2022**

Message from the Director, CEMCA

Since the inception of International Day of Yoga in 2014, the popularity of Yoga has grown exponentially. It has been able to transgress many boundaries and reach people across the globe. An awareness has been spread about Yoga and now it is gradually becoming a part of the daily lives of million around the world. This remarkable achievement could not be surmounted had it not been for the tireless efforts of the Ministry of Ayush to promote Yoga from the grassroot levels to the foremost. The ministry has left no stone unturned in its pursuit to help Yoga gain the popularity and reach that it presently enjoys.

Throughout the last few years, the ministry has collaborated with stakeholders from different fields to disseminate knowledge and practice of Yoga amongst people, both in India and around the world. In association with the Morarji Desai National Institute of Yoga (MDNIY), the Ministry of Ayush has created a collection of courses related to Yoga. These courses are available offline and online, in English, Hindi and many regional languages. More courses and languages are being added to reach out to a larger audience. The Common Yoga Protocol (CYP) is MDNIY's flagship programme to promote Yoga among the common masses.

Media essays an important role in outreach ventures; with its help, one can reach out to a large number and wide range of target audience. Over the years, there has been no better means than Community Radio Stations to spread awareness amongst the rural communities regarding different issues like health, agriculture, disaster management etc. We are glad that the ministry has acknowledged this possibility and entrusted CEMCA with projects involving Community Radio Stations that reach out to people in every nook and corner of the country.

I take this opportunity to express my sincere gratitude to the Ministry of Ayush for the constant support and the belief in CEMCA's abilities to be a key strategic partner in the ministry's crucial projects. I thank Ms. Kavita Garg, Joint Secretary and Mr. Vikram Singh, Director, Ministry of Ayush and his entire team for their valuable contributions and assistance.

A very special note of gratitude to Dr. Ishwar V Basavaraddi, Director, MDNIY and his technical team. The yoga courses at MDNIY, that reach millions and guide them to practice Yoga, are the fruit of his ceaseless commitment.

One cannot thank the Community Radio Stations enough for their valuable contributions and the impact that they create with each project. Each CRS has stepped forward to take responsibility and stood up to the job at hand with utmost dedication. The success of this project would ever be impossible without their irreplaceable efforts.

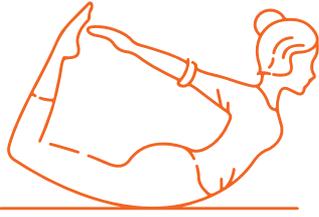
An individual is only as good as his team is. I thank the CEMCA team for all their support throughout the project, especially Ms. Monica Sharma, who served as the golden thread between the Ministry of Ayush and the CRSs.

I hope that this report serves as an exemplary piece of information that showcases the efforts of all the stakeholders who each played an important role in the success of this project.

Dr B Shadrach
Director, CEMCA
August 2022







Executive Summary

Yoga is a set of physical, mental, and spiritual practices and disciplines. It is a major philosophical school. Yoga has possibly been in practice in India since the pre-Vedic era and is an integral part of the country's rich tradition and culture. 21 June is observed as the International Day of Yoga since 2015 after it was established in the United Nations General Assembly in 2014. It was proposed to the UN by the Prime Minister of India, Narendra Modi. In his UN General Assembly speech, the Prime Minister described yoga as an 'invaluable gift of India's ancient tradition.'

The Ministry of Ayush, Government of India, formed on 9 November 2014, ensures the optimal development and propagation of Ayush systems of healthcare. The prime focus is on the development of education and research in Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy. The Morarji Desai National Institute of Yoga (MDNIY) is an autonomous institution fully funded by the Ministry of Ayush. MDNIY is a focal institute for **planning, training, promoting, and coordinating yoga education, training, therapy, and research** in all its aspects. In the build-up to the International Day of Yoga 2021, the Ministry of Ayush conceptualized a project to promote yoga throughout the country. The ministry developed a 24-day online yoga course, the Common Yoga Protocol, with the help of the Morarji Desai National Institute of Yoga. It was promoted through community radio stations in India.

The Commonwealth Educational Media Centre for Asia (CEMCA) is an international organization established by the Commonwealth of Learning (COL), Vancouver, Canada, to promote meaningful, relevant, and appropriate use of information and communication technologies to serve the educational and training needs of Commonwealth member states in Asia. CEMCA was granted diplomatic privileges and immunities by the Government of India under Section 3 of the United Nations (privileges and immunities) Act, 1947. The Ministry of Ayush and CEMCA have collaborated on two different projects since 2020 before the current endeavour. The IDY 2022 project was assigned to CEMCA by the Ministry of Ayush to promote yoga through community radio stations in India. The project aimed to reach a large number of community members, especially in remote localities and create awareness about yoga's role in health and well-being; it also encouraged people to enrol in MDNIY's online yoga course (Common Yoga Protocol) and become yoga volunteers.

1. The project was conceptualized by the Ministry of Ayush in May 2021; it spanned 13 days from 8 June 2022 to 13 June 2022. The post-project procedures and report collection continued till the first week of July 2022.
2. The yoga project is based on the following objectives:
 - To use community radio stations as an effective tool to reach out to the people, especially those in the rural and remote areas of the country.





A yoga session in progress.

- To spread awareness about yoga and promote it as a part of a healthy lifestyle.
 - To help people understand the concepts of yoga and practice it under the guidance of trained yoga experts.
 - To increase the number of trained and certified yoga practitioners across the country.
 - To dispel doubts and misconceptions related to yoga.
3. According to the Ministry of Information & Broadcasting (MIB), there are 325 community radio stations in India, out of which 200 were identified for this project. The **200 CRSs** were selected from **five regions** in the country: the **North Zone, the Central and East Zone, the West Zone, the South Zone, and the North-East Zone.**
 4. **The North Zone** comprised of Jammu & Kashmir, Punjab, Himachal Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Chandigarh, and Uttar Pradesh. The **Central & East Zone** comprised of Bihar, Chhattisgarh, Jharkhand, Odisha, West Bengal, and Madhya Pradesh. The **West Zone** comprised of Gujarat, Maharashtra, and Rajasthan. The **South Zone** comprised of Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, and Telangana and the **North-East Zone** comprised of Arunachal Pradesh, Assam, Sikkim, Manipur, and Tripura.
 5. CEMCA and the Ministry of Ayush held orientation and review meetings to facilitate capacity building of the CRSs and monitor the progress of the project activities.
 6. The community radio stations broadcast a jingle on yoga. The CRSs also promoted the Common Yoga Protocol between their programmes and



through social media platforms like Facebook, WhatsApp, and Twitter.

7. The broadcast and course promotion were accompanied by a short survey that collected basic demographic details of the participants and attempted to draw on the participants' overall understanding of yoga and also their opinions regarding the yoga course.
8. The survey questionnaire used for data collection was the Community Radio Survey for Yoga and data was collected during June-July 2022.
9. The intervention strategies used during the project are:
 - Broadcast of a jingle in Hindi. The community radio stations were given the liberty to convert the jingle into their regional languages.
 - Apart from the jingle, the CRSs broadcast complementary programmes and promoted the yoga project through different means including their social media handles.

TABLE 1.1: BASIC DETAILS OF THE PROJECT

<ul style="list-style-type: none"> • The total potential outreach of the yoga project through 200 CRSs across India was nearly 2 crore as stated by the CRSs.
<ul style="list-style-type: none"> • The project involved CRSs from all states in India except Mizoram, Manipur, Nagaland, and Goa where there are no CRS.
<ul style="list-style-type: none"> • 4,259 people were a part of the post-project survey which aimed to analyse their understanding of yoga and the course.
<ul style="list-style-type: none"> • 200 community radio stations broadcast the yoga jingle and promoted yoga in Hindi, Punjabi, Maithili, Bhojpuri, Kashmiri, Gujarati, Kannada, Tamil, Telugu, Malayalam, Odiya, Manipuri, and Bengali.
<ul style="list-style-type: none"> • The range of the CRSs is mostly 15-20 km, but the range of a few CRSs extends beyond this.
<ul style="list-style-type: none"> • The CRSs were chosen from rural, semi-urban, and urban localities. Most of them were situated in rural areas.
<ul style="list-style-type: none"> • Broadcast was the major means of outreach, but some CRSs also narrowcast the message of the jingle.

10. Some basic details of the project are presented in Table 1.1. At least 6,000 people from across the country registered for the CYP course as a result of the CRSs efforts during the project; out of these at least 1,299 respondents provided proof of registration.
11. It is estimated that the broadcast of the yoga programme on the International Day of Yoga on 21 June 2022 reached around **20,00,000 (twenty lakh)**





A yoga session on the International Day of Yoga.

active listeners, which is nearly 10 per cent of the total potential outreach. Out of these, 1,00,000 people participated in different programmes related to yoga that were organized on 21 June 2022, the International Day of Yoga.

12. Individual reports were collected from all the community radio stations to understand different significant factors along with outreach. The reports and data were used as first-hand information for preparing this handbook.
13. The collected data was analysed based on the demographic profiles of the participants including their gender, age, occupation, and locality. The project also analysed the reception given to the Common Yoga Protocol and strived to identify the major challenges and areas for improvement. The major findings of an analysis of the survey are:
 - A majority of the participants were male but the number of female participants was also significant. There were no transgender participants.
 - Participants from the age group 15-25 and 26-35 years together formed the majority. There were not many participants in the less than 15 years, 56-65 years, and more than 65 years age groups.
 - 43.7 per cent of the participants lived in rural areas, 41.4 in urban areas, and 14.9 per cent in semi-urban areas. This shows that most of the CRSs are placed in the peripheries of rural localities.
 - Students formed 34.4 per cent of the participants; 13 per cent of the participants were employed in the private sector/NGOs; 9.4 per cent were farmers; 9.3 per cent claimed to be involved in a business; 8.3 per cent were teachers; 8.2 per cent were homemakers; and 6.5 per cent were government employees.
 - Most of the participants came to know of the course through community radio stations or their staff.



- 87.9 per cent of the participants said that they will recommend the CYP course to others while only 8 per cent said they would not.
- 81.1 per cent of the participants used mobile phones to access the course; 11.2 per cent used laptops or PCs; and 7.7 per cent did not disclose the medium or did not enrol for the course.
- 78.6 participants affirmed that they practised yoga as a part of their daily lives.
- Only 53.6 participants said that they had access to a yoga centre nearby.
- 90.6 per cent of the participants stated that they were at least willing to try and make yoga a regular part of their routine if they had a trained yoga instructor to guide them.

14. The following conclusions were drawn from the survey and interactions during the project:

- In most parts of the country, people are enthusiastic about practicing yoga but there are doubts and misconceptions about it.
- The CYP course was well-received by CRSs community members. They found it helpful and said that they would recommend it to others.
- The course should also be offered through offline means as most people in the rural areas are not digitally literate. The course can also be made into an audio programme which can be broadcast by community radio stations.
- People in the age group 15-35 years seem to be capable and interested in taking online courses, but this cannot be said about the other age groups.
- Making the CYP course audio friendly and creating a version that is more compatible for promotion through community radio stations.

ORGANIZATIONS IN THE YOGA MISSION

Three esteemed organizations collaborated for the second time to make the yoga project possible. The Ministry of Ayush (Government of India), the Commonwealth Educational Media Centre for Asia (CEMCA), and the Morarji Desai National Institute of Yoga (MDNIY) came together with the vision of promoting a yoga culture, practice, and philosophy. A brief description of each organization is given below.

THE MINISTRY OF AYUSH

The Ministry of Ayush was formed on 9 November 2014 to ensure the optimal development and propagation of Ayush systems of healthcare. Earlier it was known as the Department of Indian System of Medicine and Homeopathy (ISM&H) which was created in March 1995 and renamed the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy (Ayush) in



November 2003, which focussed attention on the development of education and research in Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy; apart from these, the ministry also promotes the indigenous system of medicine known as SOWA-RIGPA.

THE MINISTRY'S OBJECTIVES

The ministry's objectives are:

1. Upgrading the educational standards of the Indian systems of medicine and homoeopathy colleges in the country.
2. Strengthening existing research institutions and ensuring a time-bound research programme on identified diseases for which these systems have effective treatments.
3. Drawing up schemes for promoting, cultivating, and regenerating medicinal plants used in these systems.
4. Evolving pharmacopeial standards for Indian systems of medicine and homoeopathy drugs.

For more details, visit <https://main.Ayush.gov.in/>

THE MORARJI DESAI NATIONAL INSTITUTE OF YOGA (MDNIY)

The Morarji Desai National Institute of Yoga (MDNIY), located in New Delhi, is an autonomous organization under the Ministry of Ayush, Government of India. It is the nodal agency for planning, training, promoting, and coordinating yoga education, training, therapy, and research in yoga. The institution is a Government of India initiative with a vision of promoting a yoga culture and spreading the yoga philosophy worldwide.

MDNIY was started in 1970, in the form of a hospital which was later converted into an institute named the Central Research Institute for Yoga (CRIY) in 1976, to provide free training to people and for organizing research on yoga. In 1988, the institute was further renamed the Morarji Desai National Institute of Yoga and its mandate was broadened.

Under the guidance of the Ministry of Ayush, the institution is a pioneer in promoting the yoga philosophy while also facilitating training and advanced research in yoga. MDNIY is classified into different sub-sections that deal with different aspects of yoga. In addition, there are departments that deal with languages such as Sanskrit, Hindi, and English, and alternative medicine systems such as Ayurveda and Naturopathy. The institute also conducts several courses for both the general public and yoga trainers. It also manages four yoga training centres in Delhi.

The Yoga Mahotsav organized by MDNIY every year since 2016 is a curtain raiser to the International Day of Yoga to sensitize people regarding the celebration of IDY.



The institution devised the Common Yoga Protocol and the yoga DVD, along with other initiatives for the celebration of the International Day of Yoga after consultations with renowned yoga experts and officials from various ministries in the Government of India. For details, visit <http://www.yogamdniy.nic.in/>

THE COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA (CEMCA)

In response to the needs expressed by the Commonwealth countries in the Asian region for a more effective utilization of information communication technologies in the process of teaching learning, COL established the Commonwealth Educational Media Centre for Asia (CEMCA) in 1994. An agreement was signed between COL and the Government of India in 1998 and CEMCA was established in New Delhi and the Government of India notified it as a diplomatic mission under Section 3 of the United Nations (privileges and immunities) Act, 1947 (46 of 1947) vide the Gazette of India, Extraordinary, Part II, Section 3, Sub-section (ii) dated 10 February 2000.

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

CEMCA's Engagement with Community Radios in India

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

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

A brief list of CEMCA's activities for CRSs includes:

- On behalf of the Ministry of Information and Broadcasting (MIB) CEMCA has organized 23 consultations at the national, regional, and state levels over the last five years.
- CEMCA has designed an online application form for MIB which has considerably simplified and shortened the application process. CEMCA also played a key advocacy role in assisting various ministries to help civil society and other organizations get various clearances.



- A Community Radio Facilitation Centre (CCFC) was set up at CEMCA in July 2011. Subsequently, in 2012 a facilitation unit was created in the MIB premises that helped CCFC provide further technical and administrative assistance to visitors as well as to the Ministry of Information and Broadcasting's (MIB) Community Radio Cell.
- MIB and CEMCA co-hosted the first and second CR Sammelan and Exhibition and instituted awards to celebrate good functioning CR stations. CEMCA compiled a compendium of functional CR stations for MIB.

In 2019, CEMCA brought out a film on Step-by-Step Guidelines which was launched by the Secretary, Ministry of Information and Broadcasting, New Delhi. The film is available on MIB and CEMCA websites to assist interested organizations to prepare themselves and apply for setting up CR stations (<https://youtu.be/WrORhT6rOP8>).

CEMCA has organized several capacity-building workshops for functional community radio stations to build and strengthen their capacity for developing productive and technically sound programmes. It has also trained women broadcasters under its technical training programmes.

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

CEMCA'S COLLABORATION WITH THE MINISTRY OF AYUSH

The yoga project is CEMCA's third collaborative venture with the Ministry of Ayush. Prior to this, CEMCA and the Ministry of Ayush had collaborated on the Immunity Awareness Campaign that commenced in December 2020 and continued till February 2021. The campaign was run through 25 community radio stations across India to create awareness and help improve people's immunity, especially in the rural areas of the country. The total potential outreach of the Immunity Enhancement Campaign was nearly 21 lakh people from all over the country. Surveys before and after the campaign showed that Ayush remedies had helped people enhance their immunity.

The second collaborative venture between the Ministry of Ayush and CEMCA was the yoga project 2021 which included 125 CRSs across the country to spread awareness about yoga and was a curtain raiser for the International Day of Yoga 2021. The total potential outreach of the project was nearly 1.25 crore and active participation was estimated at nearly 10 per cent of this outreach potential. The current project is a scaled-up version of the previous project with 200 community radio stations on board.





Chapter 1: The Yoga Project through Community Radio

1. INTRODUCTION

Yoga is essentially a spiritual discipline based on an extremely subtle science, which focuses on bringing harmony between mind and body. It is an art and science of healthy living. The word 'yoga' is derived from the Sanskrit root 'yuj,' meaning 'to join' or 'to yoke' or 'to unite.' Yoga is also commonly understood as a therapy or exercise system for health and fitness. While physical and mental health are natural consequences of yoga, its goal is more far-reaching. According to Basavaraddi (2015), 'Yoga is about harmonizing oneself with the universe. It is the technology of aligning individual geometry with the cosmic, to achieve the highest level of perception and harmony.'

Yoga does not adhere to any religion, belief system, or community; it has always been approached as a technology for inner well-being. Anyone who practices yoga with involvement can reap its benefits, irrespective of one's faith, ethnicity, or culture.

1.1 YOGA IN INDIA

It can be said that yoga is India's gift to the world. The practice of yoga is believed to date a long way back, arguably the pre-Vedic era. Yoga is mentioned in the *Rig Veda* and in the *Upanishads* and most probably developed into a systematic study around the 5th and 6th centuries BCE. With the passage of time, yoga spread from India and gained prominence around the world. Yoga is misunderstood if it is only thought of as a single-dimensional, physical practice as it has a meditative and spiritual core. Yoga darsana is one of the six major orthodox schools of Indian philosophy with its own epistemological methods. Over time there have been many traditions of yoga spanning different regions, religions, and cultures. It has continuously evolved under different circumstances and ideologies with the passage of time.

In India, yoga is practiced with true respect as a spiritual science, evoking the spiritual senses along with the physical senses. It transcends the idea of the physical realm and extends to a spiritual experience. Its philosophy and principles suggest discipline, ethics, and moral conduct that lead to a wholesome and meaningful life. A few of the major traditions of yoga that are popular in India are Hatha, Vinyasa, Ashtanga, Iyengar, Sivananda, and Kundalini.

Yoga is a part of India's rich heritage and the country has been a pioneer in introducing it to the world. Over the years, there have been many initiatives to



promote the yoga culture in the country both by the Government of India, non-governmental organizations, and community radio stations. The government has made great efforts to promote yoga nationally and internationally, and to integrate its wellness practice into different aspects of civic life.

1.2 YOGA FROM AN INTERNATIONAL PERSPECTIVE

After it was introduced to the western culture in the 19th century, yoga and its practice has steadily grown to become an international phenomenon. It has become a part of the drive towards a healthy lifestyle and has found its way in the fitness routines of a large number of people across the globe. It has transcended the boundaries of culture, religion, and region to unify people in taking a step towards a wholesome and healthy life. A major factor for the popularity of yoga is that it has proved very effective in boosting both mental and physical health, and it is one of the few rare practices to facilitate mind-body fitness.

The International Day of Yoga that was proposed by the Prime Minister of India, Narendra Modi, in the UN General Assembly in 2015 has been a great step in promoting the yoga culture across the world. Many people from different countries have become a part of this huge international campaign that strives to promote the culture and practice of yoga globally.

1.3 YOGA IN RESPONSE TO COVID-19

The Covid-18 pandemic made the world go through a profound health crisis which resulted in fatalities in millions.

An individual's immunity is a key factor in facilitating the eradication of infections from the body. A disturbed immune system is a characteristic feature in severely affected cases of the Covid-19 infection. Hence, it is noticed that patients with comorbidities are at a higher risk because of suppressed immune systems. The virus infection debilitates the immune system leading to progression and severe damage. Having a robust immune system can help the body defend against an invading virus attack, thus limiting its spread and subsequent tissue damage (Nagendra, 2020).

Over the years, several studies have proved the efficacy of yoga practices including meditation in reducing stress levels and promoting a healthy lifestyle. Research has shown that yoga practices could help an individual improve her/his immunity and can assure a disease free-homeostatic state for the body (Juanamasta and Priastana, 2017).

The respiratory system is a very important factor in preventing fatalities in the Covid-19 infection because the upper respiratory tract is the portal of entry for the virus. Several studies suggest that overall yoga training facilitates improved pulmonary function in patients with chronic obstructive pulmonary diseases (Vedala et al., 2014). Integrated yoga practices including asanas, relaxation techniques, breathing practices, and meditation could help reduce stress and



boost both the mind and body. Emerging studies and opinions suggest that yoga can be effective in post-Covid recovery.

2. COMMUNITY RADIOS AS A TOOL FOR CONNECTING THE COMMUNITIES

In brief, a community radio is an enterprise that functions in a relatively short range of 15-20 km and aims to cater to a specific community within the boundaries of a specific region. CRs are operated, owned, and driven by the communities that they serve. In a community radio, the local people produce and broadcast their own programmes. This is done in such a way so that the community can meet, collaborate, and participate. It is a means of self-empowerment and individual creativity in a community. It is a media that reconstructs the person-to-person connection in an age largely dictated by the terms of mass media that often create a sense of isolation. CR and its role, especially in the rural areas, is an excellent example of how radio remains relevant even in the digital age. Its non-profit mechanism that aims to improve, facilitate, and develop different aspects of individuals as well as groups in a community makes it a unique and effective tool for community development (Al-hassan et al., 2011).

A CR plays several important roles including that of improving the quality of a community's life. It is vital for passing on important information, being a source of recreation, and an inclusive factor binding the community together. Beyond being a recreational enterprise, a CR delves into the lives of the people by being involved in matters of livelihood like disseminating information on agriculture, health, lifestyle, and skill development. It can keep the culture of a community alive and promote it through the programmes it runs. In addition, a CR can also play a pivotal role during times of distress like a natural calamity when most of the other means of communication might collapse. The most important feature of a CR is that it is 'community-specific.' this is not a limitation but an asset at a time where unique cultural elements are succumbing to the 'popular.'

3. ROLE OF THE COMMUNITY RADIO IN PROMOTING YOGA

All the community radio stations in the yoga project played an integral role in promoting the yoga culture and its practice in their respective communities. In addition to the jingle, the community radio stations promoted yoga in their live sessions. Most CRSs offered programmes that complemented the yoga project. Such programmes involved trained yoga practitioners or experts. The Common Yoga Protocol course was promoted by the CRSs and they urged community members to register for the course and helped in all the processes from registration to certification. In short, the CRSs played a pivotal role as a bridge/mediator of information between the Ministry of Ayush and the common people. CRSs encouraged people to practice yoga at their own places. As a result of their unrelenting efforts, many people were able to be a part of the project. The numbers would have been exponentially higher if the project had not been impeded by the Covid-19 surge. Many people shared their experiences regarding the yoga project and shared photographs of themselves engaging in



yoga after joining the CYP course. The role of the CRSs in helping the initiative reach the nooks and corners of the country is commendable.

4. THE YOGA PROJECT

The yoga project is a collaborative venture of the Ministry of Ayush, CEMCA, and MDNIY. It was a build-up leading to the International Day of Yoga 2022. It is the third collaborative venture between the Ministry of Ayush and CEMCA, and the second consecutive one that is related to the International Day of Yoga. The project spanned 13 days; it started on 8 June 2022 and continued till 21 June 2022. Community radio stations were identified as an appropriate tool for the project as they are an effective means of reaching out to the rural areas of the country. The project brought together 200 community radio stations from across the country to actively promote yoga as a part of a healthy lifestyle. The Morarji Desai National Institute of Yoga designed and developed an online course titled the 'Common Yoga Protocol' to help people understand yoga and learn more about its philosophies and practices. The community radio stations broadcast a jingle related to yoga; promoted the CYP course among their listeners; and helped them enrol in the course and earn their certificates on course completion.

About the Common Yoga Protocol (CYP)

The Common Yoga Protocol is an online course that was developed by the Morarji Desai National Institute of Yoga. It targets common people and helps them understand the basic concepts of yoga. The training classes are conducted on all days of the week except on Sundays. The course is available in Hindi and English on the Yoga Certification Board's platform and is also circulated through various social media platforms. The participants can register themselves. The YouTube version of the course is available in 16 languages.

1. Objectives of the Project

The basic idea behind involving community radio stations in the yoga project was to make yoga a part of people's daily lives as it is an effective way to nurture a healthy lifestyle and maintain good health. The yoga project is based on the following objectives:

- **Spreading awareness about yoga**

Yoga is a part of India's rich heritage. The main objective of the yoga project is promoting the culture of yoga and its practice across the country. It has been proven that yoga is helpful in improving both mental and physical health. Hence, knowledge and practice of yoga can play a vital role in developing a healthy and fit society. Studies also show that yoga has been helpful in post-Covid-19 recovery. In such a scenario, promoting a yoga culture can be advantageous in more than one way.

- **Using community radio stations as an effective tool**

The Ministry of Ayush and CEMCA realized the potential of the community radio stations across India to effectively reach out to people across the country, especially in the rural areas where mass communication means



such as television and the internet are yet to make significant inroads. Community radio stations have a large listener base that cuts across different demographic factors like age, gender, and occupation and it can be used for effectively promoting yoga at the grassroots level across the country.

- **To help people learn and practice yoga**

A large number of people across the country still do not know about yoga's potential advantages and how to reap its benefits. Lack of trained practitioners and experts are often cited as reasons because of which people do not practice yoga. The yoga project provides people with a chance to learn and practice yoga under the guidance of yoga experts.

- **Creating more yoga experts**

The yoga project also wants to have more trained and certified yoga practitioners across the country. The current project is just the beginning of a larger drive to promote yoga all over the country. The successful completion of the CYP course also ensured that the participant received a course completion certificate and that his/her name will be added to a national database of trained yoga practitioners.

- **Dispelling doubts and misconceptions about yoga**

Though yoga originated in India, there are still a lot of doubts and misconceptions regarding this unique, ancient tradition. Even though yoga has gained international fame and recognition, there is still ignorance about it in India. The yoga project also strives to dispel these doubts and misconceptions among people.

2. Delimitations of the Project

The success of the yoga project and its outreach in the communities was not an achievement that came without challenges and hardships. Many obstacles affected the project during its different stages. The major delimitations of the project are:

- **Constraints of Time**

The project was run for a stipulated time of 13 days from 8 June 2022 to 21 June 2022. Even during this short time, the project had to face several challenges.

- **Employing a Single Medium**

The yoga project was mainly run through community radio stations across the country. The project had the potential to reach a larger number of people if multiple streams of media such as mass media and social media had also been used.

- **Repercussions of Covid-19**

The Covid-19 pandemic had a crippling effect on many CRSs since its first wave and their staff was affected. Many could not function for brief periods of time.







Chapter 2: Plan and Procedure

1. METHODOLOGY

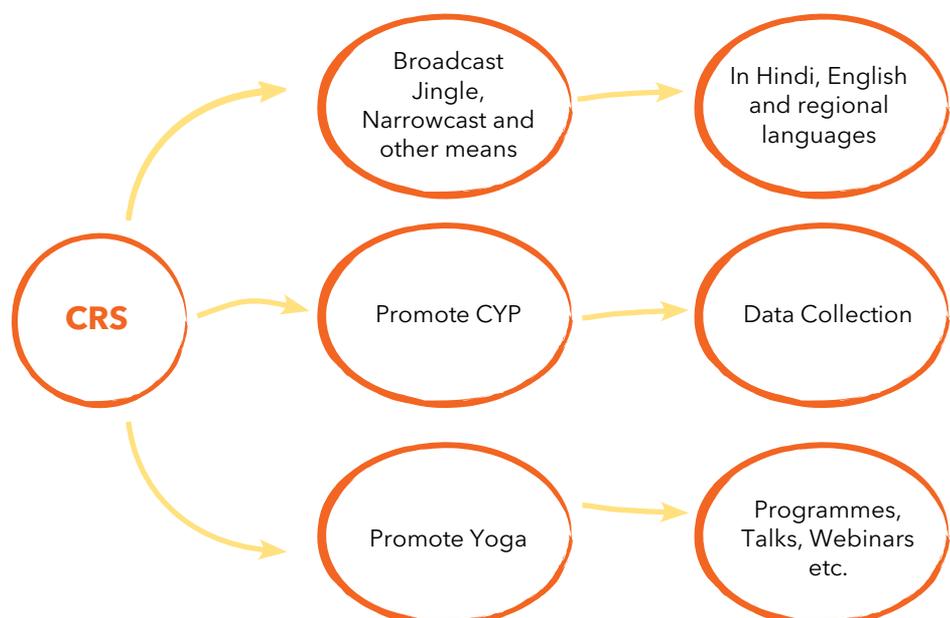
The yoga project is an initiative of the Ministry of Ayush in collaboration with MDNIY and CEMCA to promote yoga at the grassroots level throughout the country. Yoga is a treasure of Indian heritage and has been passed on to us through the generations. Though yoga originated in India, it seems it has become insignificant in our country while it continues to garner global attention. Yoga involves both the mind and body and can help people in leading a healthy and fit lifestyle. Its practice should be promoted as a part of daily life to help bring up a healthy society. Unlike other forms of exercise, yoga is extremely cost-effective and space-efficient. The Ministry of Ayush conceived the idea of the current project as a build-up to the International Day of Yoga 2022 and for reviving the yoga culture throughout the country.

PROJECT FRAMEWORK

The primary objective of the yoga project was promoting yoga as a part of daily life thus leading to a healthy lifestyle. The project was designed by the Ministry of Ayush to act as a curtain raiser for the International Day of Yoga 2022.

The project also adopted a comprehensive research-based framework. Three aspects: region, language, and listenership, were considered while selecting the community radio stations as a tool for promoting yoga. Figure 2.1 provides the framework of the project.

FIG. 2.1: PROJECT FRAMEWORK



DURATION AND TIMELINE OF THE PROJECT

The following time frame was followed for the project:

- Concept and pre-preparation: 1 May 2022 to 31 May 2022
- Actual duration of the jingle broadcast: 8 June 2022 to 21 June 2022
- Post project (data tabulation, report writing): 25 June 2022 to 15 July 2022.
- Total duration: May 2022 to June 2022.

The details of the planned timeline for the project are given in Table 2.1.

TABLE 2.1: SCHEDULE FOR IMPLEMENTING THE ACTIVITIES

Activity	May 2022	June 2022	July 2022
Pre-Preparation			
Orientation of CRS			
Capacity Building of CRS			
Actual Broadcast			
CYP Course			
Data Collection from the Community			
Analysis and Report Writing			



2. SELECTION AND MONITORING OF COMMUNITY RADIO STATIONS

There are 325 CRSs in India out of which 200 CRS (around 65 per cent) were selected using a purposive sampling technique with the following criteria:

- Active CRs
- Regional representation
- Language diversity
- Aspirational districts

Using these criteria, 200 CRSs were selected from five regions of the country for this project. All communities and community members under each CRS were included as primary stakeholders in the project. The region-wise number of CRSs is given in Table 2.2. The uneven distribution of the CRSs across different zones is because of factors like the number of states in a zone, distribution of CRSs in a specific state, functioning of CRSs, and willingness to be a part of the project. A complete list of CRS is provided in **Annexure 1**.

TABLE 2.2: ZONE-WISE LIST OF CRS

S. No.	Zones	States and Union Territories	Total community radio stations selected
1.	North	Jammu & Kashmir, Punjab, Himachal Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Chandigarh, and Uttar Pradesh	
2.	Central & East Zone	Bihar, Chhattisgarh, Jharkhand, Odisha, West Bengal, and Madhya Pradesh	
3.	West Zone	Gujarat, Maharashtra, and Rajasthan	
4.	South	Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, and Telangana	
5.	North East Zone	Arunachal Pradesh, Assam, Sikkim, Manipur, and Tripura	
Total		28	200



CAPACITY BUILDING OF COMMUNITY RADIO STATIONS

Online capacity building programmes were organized with the community radio stations' personnel, Ayush officials, the CEMCA team, and project coordinators. This was done to disseminate necessary information to the CRSs and apprise them regarding the project and its details.

MEETINGS WITH COMMUNITY RADIO STATIONS

Two orientation and review meetings were conducted during the course of the project. During these meetings, different aspects related to the project were discussed. The CRSs and the personnel were apprised about the project plan and also about the roles and responsibilities that they were expected to execute. Discussions took place and doubts regarding different aspects were clarified during these sessions.

3. PROJECT INTERVENTION

BROADCAST OF THE JINGLE

The Ministry of Ayush and CEMCA produced a jingle for the yoga project. The jingle was then reproduced in different state specific, regional languages to help the project reach out to more people. The jingle was translated in Kashmiri, Punjabi, Bhojpuri, Gujarati, Marathi, Odiya, Bengali, Assamese, Tamil, Telugu, Kannada, and Malayalam. The duration of the jingle is approximately 50 seconds.

The CRSs also broadcast the yoga course as a programme and thus helped their listeners learn and practice yoga on the go.

Each CRS prepared a broadcast schedule for the jingle. The broadcast schedule of the CRSs varied from one station to another because of difference in factors like prime time. All the CRSs prepared their broadcasting schedules and informed their communities in advance. The jingle was broadcast at least two times by each CRS. The CRS-wise broadcasting schedule is provided in Annexure 3.

NARROWCASTING, WEB RADIO, AND APPS

Though broadcast was the primary source of reaching out to the communities because of the lockdown due to the Covid-19 pandemic, some CRSs also tried to narrowcast the message of the project and promote CYP to help the initiative reach the maximum number of people in the community. It was a valiant effort by the CRSs to make sure that the information was carried out even to the most remote members. Innovative means such as web radio and app-based broadcasting were also used in broadcasting the jingle and related programmes.



USE OF SOCIAL MEDIA

Despite many challenges in the successful running of the project, the CRSs stood up to the challenges and came up with innovative ways to reach out to their communities. CEMCA prepared a poster of the yoga project and gave it to the community radio stations to reach out to their communities. Social media platforms like Facebook, WhatsApp, and Twitter were extensively used to facilitate maximum outreach for the project. YouTube was one of the key platforms for streaming videos on the CYP course.

4. DATA COLLECTION TOOL

STRUCTURED QUESTIONNAIRE

The **Community Radio Survey Questionnaire**: Yoga project 2022 was prepared by CEMCA in English for community members. Further, the respective CRSs translated the questionnaire into their regional languages for better communication and understanding. The questionnaire (**Annexure 2**) was handed out in June 2022 to gather information regarding how the community reacted to the CYP course and aimed to evaluate their satisfaction regarding the course. The survey was carried out in June and July 2022. It collected the basic demographic details of the respondents and sought to gather information mainly pertaining to course satisfaction.

5. DATA COLLECTION PROCEDURES

Both offline and online methods were used in the administration of the survey questionnaire. Some CRSs reproduced the survey in their local languages to help people understand the questions better, thus helping the accuracy of the survey. CRSs also circulated Google Forms among the community members, but it had limitations because not everyone was digitally literate or had access to smartphones. The survey was also done through phone calls to reach out to more people from different areas and age groups in the community. Field visits and offline surveys were very limited due to the lockdown in many parts of the country.

Data collection and all the other activities were closely monitored by CEMCA's project team. The data was tabulated and analysed for interpretation.

6. TECHNIQUES FOR DATA ANALYSIS

A random sampling approach was adopted during data collection and the data was collected by almost all 200 CRSs during June and July 2022.

The data was analysed based on basic demographic details such as age, gender, locality, and occupation and aimed to evaluate participants' course satisfaction with respect to the CYP course. It sought to determine key factors like enrolment, outreach of course promotion, preferred device for course access, course completion rate, reason for dropout, and course recommendations.







Chapter 3. Findings and Discussion

As planned in the build-up to the project, the first orientation meeting with the CRSs representatives was held on 7 June 2022. Officials from the Ministry of Ayush and CEMCA informed the CR representatives about the project and the CYP course. A second orientation meeting was held on 20 June 2022 to provide more information about the project and also to apprise the CR stations that had joined the project after the first meeting.

The meetings were attended by different CRSs personnel and they clarified their doubts regarding different aspects of the project.

TABLE 3.1: ORIENTATION AND CAPACITY BUILDING OF CRSS

S. No.	Capacity Building Programme	Date	Attended By
1	First Orientation of CRS	7 th June, 2022	CRS, Ayush Officials, CEMCA Team, Project Coordinator
2	Second Orientation of CRS	30 th June, 2022	CRS, Ayush Officials, CEMCA Team, Project Coordinator
Commencement of the Project 8 th June 2022			
Culmination of the Project 30 th June 2022			

Data was collected by the CRSs from their community members. This chapter provides an analysis of the socio-demographic profile of the community members who were a part of the yoga project. All the participants from different social backgrounds and age groups were sampled for the survey in May and June. Out of the total participants, 4056 participants had enrolled for the CYP course. These participants were selected by 200 community radio stations spread across five zones in the country. The data was collected over June to July 2022. The survey was carried out after the completion of each cycle of the CYP course in May and June.

Part A of this chapter gives an analysis and interpretation of the consolidated data collected from all the zones in the country. It analyses and briefly interprets the various demographic characteristics of the participants and also their



response to the CYP course. Supporting graphs and figures are provided under each variable.

Part B gives a detailed zone-wise report and discusses the efforts made by each community radio station in the project.

PART A: ANALYSIS AND INTERPRETATION

This part of the chapter analyses the data collected from all the zones across India. The survey was carried out after the completion of the project. **4,259** participants formed a part of the survey. The main objective of the survey was analysing the demographic profiles of the participants, their interest in yoga, and analysing important factors related to CYP. Given below is a brief analysis the questions that were posed to the participants.

GENDER-WISE PARTICIPATION

The first question in the survey attempted to determine gender-wise participation. It was important to determine the outcome of gender composition as the behaviour of male and female participants might differ when it comes to listening to CR and enrolling in the CYP course. Figure 3.1 shows that 56.2 per cent of the participants were male and 43.8 per cent were female. This shows that an egalitarian approach was adopted and equal importance was given to the opinions of both the genders. None of the participants identified themselves as belonging to the transgender community, while some participants chose not to disclose their gender.

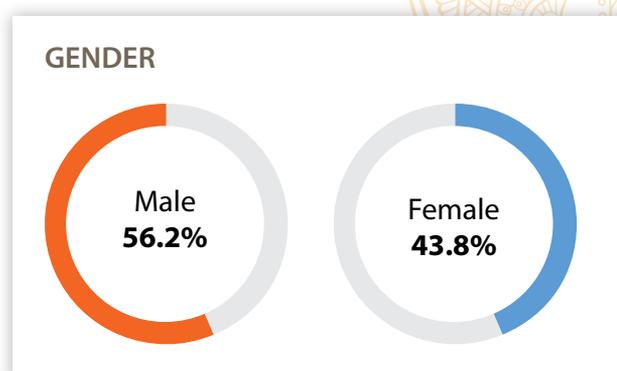


Fig. 3.1: Gender composition of the participants

AGE-WISE DIVISION OF PARTICIPANTS

The second question that was posed as a part of collecting the demographic profile of the participants was regarding their age. The age of the community members was collected as a continuous variable. Figure 3.2 defines the composition of participants belonging to different age groups. This shows that most of the participants were youth belonging to the age group 15-25 years. They formed 34.7 per cent of the total participants. 27.2 per cent of the participants belonged to the age group 26-35 years, and 18.7 per cent belonged to the age group 36-45 years. Together these three categories formed 80.6 per cent of the respondents. This might be because the participants from these groups are the ones who are most likely to have access to digital devices like mobile phones and laptops and hence, were more likely to register for an online course. Only 10.9 per cent of the respondents belonged to the age group 46-55 years. There were very few respondents who were 56 and above (3.7 per cent of the total respondents).



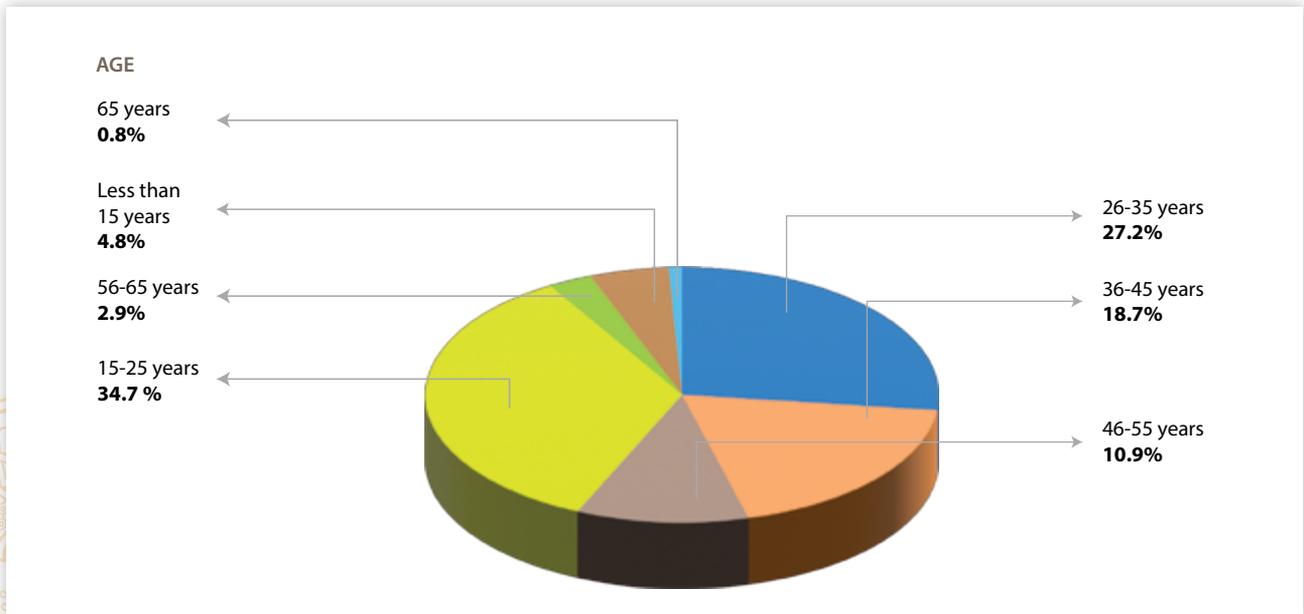


Fig. 3.2: Age-range of the participants

LOCALITY-WISE DISTRIBUTION OF THE PARTICIPANTS

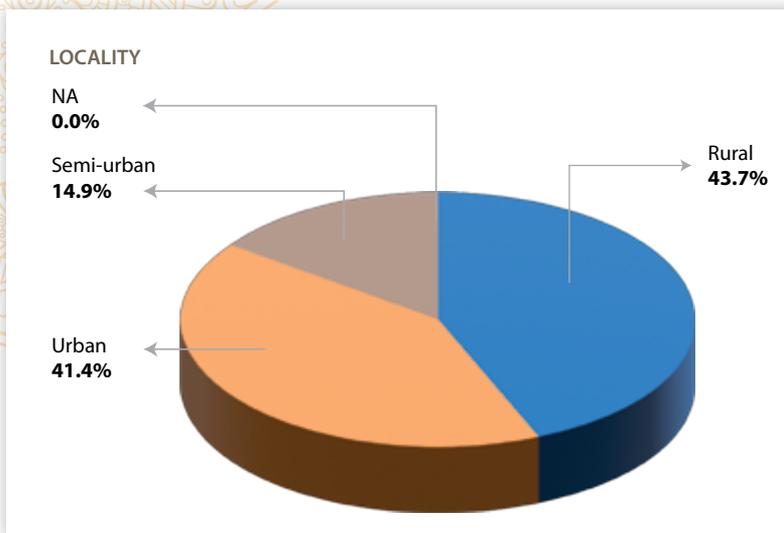


Fig. 3.3: Locality of the participants

The participants were asked about the type of locality they lived in - whether rural, semi-urban, or urban. this was an important factor because the type of locality a person belongs to can reveal a lot of important information like access to digital devices, digital literacy, and availability of internet facilities that are vital for determining how successful an online course can be among community members.

Figure 3.3 shows that nearly half of the participants were from rural areas. They formed 43.7 per cent of the total participants while 14.9 per cent were from semi-urban localities and the

remaining 41.4 per cent were from urban areas.

A majority of the participants were from the rural areas because most of the community radio stations selected for the project are situated in the rural areas for the aid and welfare of rural communities. Even today, radio remains an effective means of mass communication among them. People in rural areas are less likely to be digitally literate and have access to digital devices as compared to participants from semi-urban or urban areas. These factors can vastly affect their chances of enrolling in an online course like CYP.



OCCUPATION OF PARTICIPANTS

The participants were asked about their occupations/professions. This was crucial to determine if they would be able to take the course.

Figure 3.4 shows that 34.4 per cent of the participants were students. This corresponds with the fact that most of the participants in the survey belonged to the age group 15-25 years; 13 per cent were either engaged in the private service or worked for NGOs; 9.4 per cent belonged to the farming community; 9.3 per cent did business; 8.3 per cent were teachers; and 8.2 per cent were homemakers. Only 6.5 per cent of the participants were government employees. Around 7.2 per cent of the participants preferred not to reveal their profession and 3.8 per cent participants said that they were unemployed.

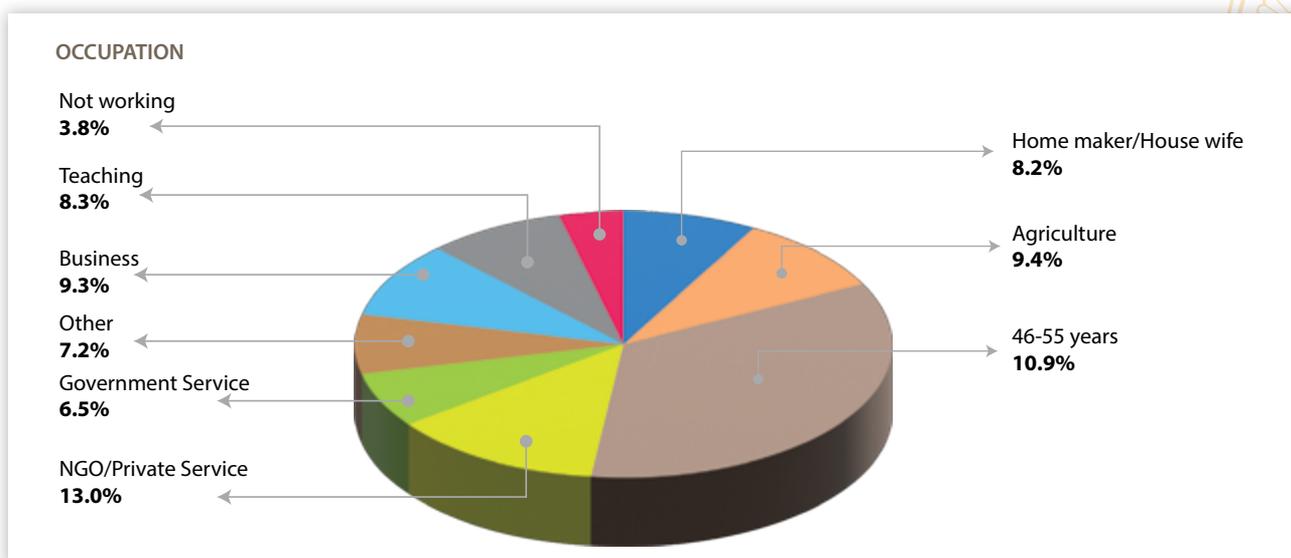


Fig. 3.4: Occupation of the participants

SOURCE OF INFORMATION ABOUT THE CYP COURSE

The CYP course was promoted in the community through media like community radio stations, narrowcasting/word-of-mouth by CR staff, and promotion through social media platforms.

The participants were asked to name the source which introduced them to the CYP course. As seen in Figure 3.5, most (86.4 per cent) of the participants stated that they came to know of the course through the CR. Some participants also said that they came to know of the course through the CRs staff. 8 per cent of participants learned about the course through social media and others were introduced to the course by their peer group. Only 1.6

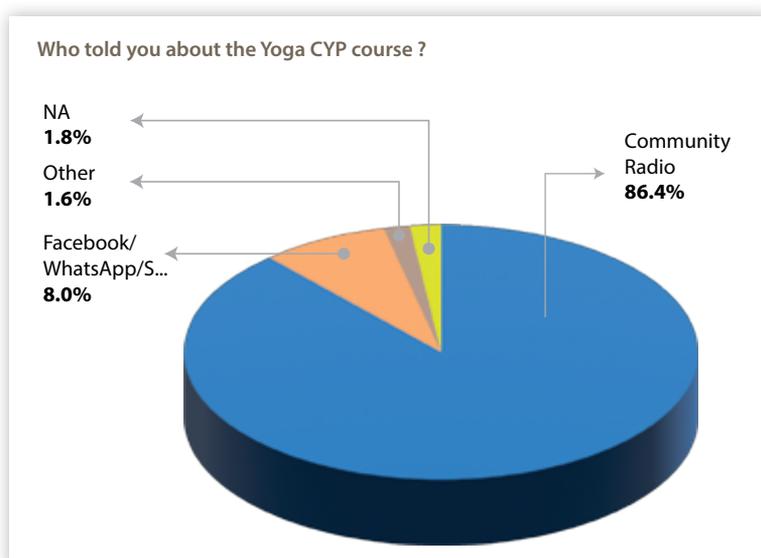


Fig. 3.5: Source of information about the CYP course



per cent of the participants cited sources other than those listed in the survey questionnaire.

It can be concluded from the data that community members reside in the periphery of the selected CRSs and that a vast majority of them listen to the radio. For matters such as agriculture, health, news, and weather they might probably still be dependent on the radio as their primary source of information. Hence, it can be concluded that the promotion of the CYP course through CRSs was a significant initiative.

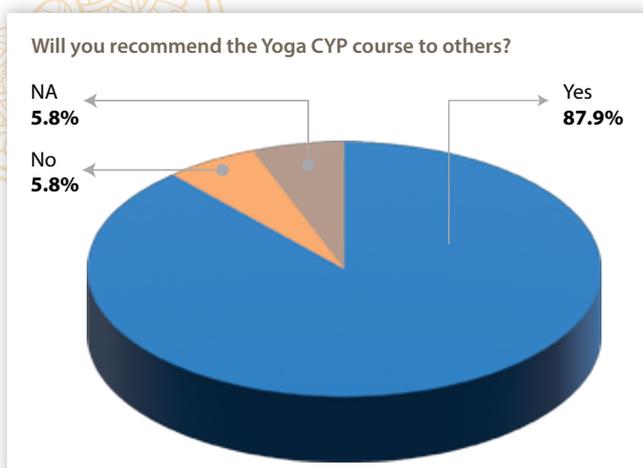
ENROLMENT IN THE CYP COURSE

Registration for the CYP course was open to participants in the months preceding the International Day of Yoga 2022. There were a few technical glitches in the enrolment process. These were rectified as a result of constant efforts by the Ministry of Ayush.

The CRSs stated that at least 6,000 people registered for the course a result of their promotion through different methods. Out of these 6,000 people, 4056 people had proof of registration please check figures earlier.

It is a tedious task for CRSs to trace the exact number of participants who registered for the course and retrieve their registration numbers.

COURSE RECOMMENDATIONS



The participants were asked if they would recommend the CYP course to others. 87.9 per cent said that they would recommend the course to others around them while 5.8 per cent said that they would not. This shows that a majority of the participants found the course helpful and indicates the effectiveness of the course. There might be several reasons for the participants who opted not to recommend it, like language barriers, strict timings, and technical issues. If these issues are resolved and the course is made more flexible, then CYP can prove to be a very effective means of promoting yoga at the grassroots level across the country.

Fig. 3.6: Chances of recommending the course to others

DEVICE USED FOR ACCESSING THE CYP COURSE

The participants were asked to name the device that they used for accessing the course. As can be seen in Figure 3.7, 81.1 per cent of the participants accessed the course through their mobile phones. Most people nowadays have smartphones and they access things on the internet with its help. A relatively marginal 11.2 per cent of the participants accessed the course through either a laptop or a PC and 2.7 per cent of the participants chose not to answer the question.



It can be interpreted that smartphones are quite accessible to community members of the selected CRSs. Even though most of the participants were from rural areas, they accessed online resources through smartphones. It is also discernible that most people these days prefer to access things on the internet through smartphones. The availability of smartphone has made it incredibly cheap for an individual to access the internet as compared to the past where one had to own a laptop/PC for doing this; even in the present time, most people, especially in the rural areas, do not own a laptop.

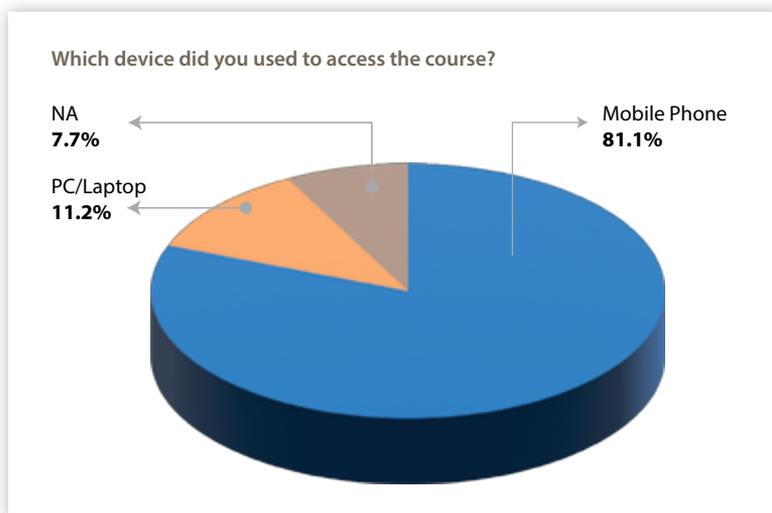


Fig: 3.7: Device used for accessing the CYP course

FURTHER PLANS AFTER COMPLETING THE COURSE

As shown in Figure 3.8, 61.6 per cent of the participants said that they would become regular yoga practitioners after they completed the course and another 10.6 per cent stated that they would like to do more courses to become trained yoga instructors. 15 per cent of the participants were not sure about what to do after course completion but there are high chances that these participants too will become regular yoga practitioners. 12.9 per cent of the participants stated that they had not enrolled for the course.

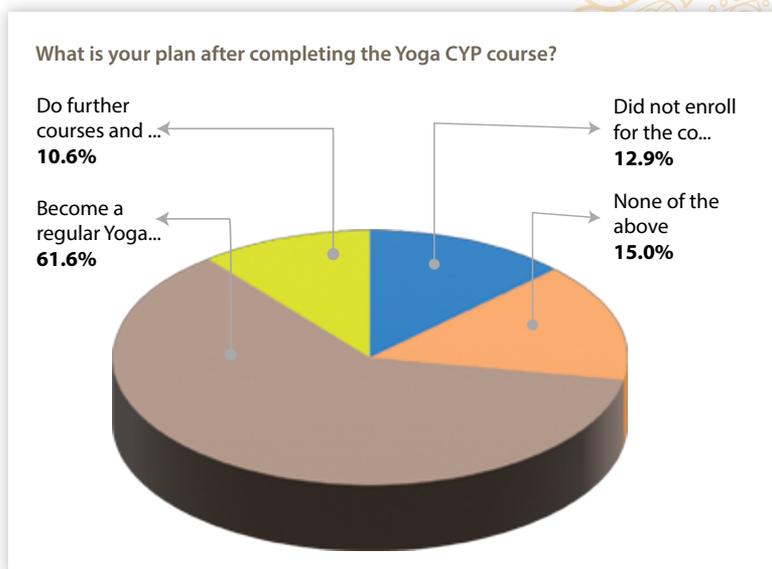


Fig. 3.8: Further plans after course completion

REGULAR PRACTICE OF YOGA

Figure 3.9 shows that around 79 per cent of the participants were regularly practicing yoga as a part of their daily life and only 21.4 per cent denied practicing yoga as a part of their routine. This differed from zone to zone. There were certain zones where the number of participants who practiced yoga was significantly higher as compared to the other zones. This is discussed in part B of this chapter.



Fig. 3.9: Regular practice of yoga



ACCESS TO A YOGA CENTRE

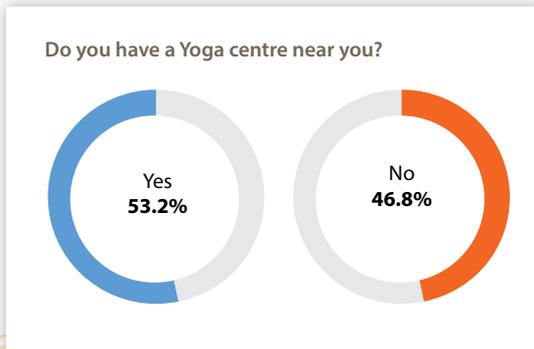


Fig 3.10: Access to a yoga centre

It is evident from Figure 3.10 that only a little more than half of the participants said that they had access to a yoga centre nearby. A whopping 46.8 per cent participants stated that they did not have access to a yoga centre. This is a significant factor that could affect the practice of yoga by people across different parts of the country. Having a yoga centre in their vicinity can remarkably improve the chances of people adopting yoga as a part of their routine.

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

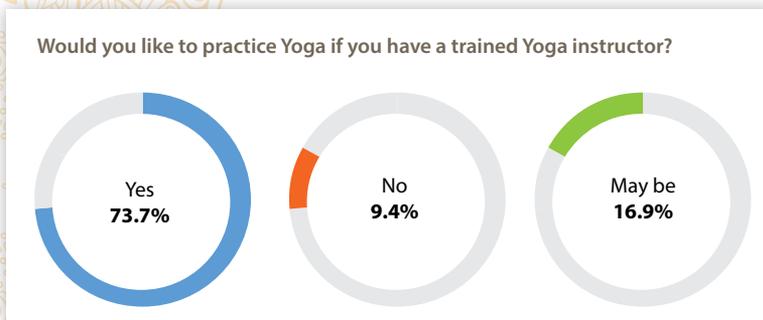


Fig. 3.11: Willingness to practice yoga if a yoga instructor is made available

As a response to this question, 73.9 per cent of the participants stated that they were willing to practice yoga regularly if they had a trained yoga instructor. Only 9.4 per cent denied practicing yoga while another 16.9 per cent responded that they were willing to give it a try.

ZONES AND THEIR POTENTIAL OUTREACH

Table 3.2 shows that the maximum potential outreach achieved by the 200 community radio stations across the country is approximately 2 crore. This figure has been calculated based on the information in the reports given by the CRSs and is dependent on factors like population and locality. There are difficulties in ascertaining the exact number of listeners without an extensive study.

Activities conducted by the community radio stations during the project

Apart from the jingle, the community radio stations did a variety of activities to promote yoga and the International Day of Yoga 2022.

- **Complementary programmes-** Most of the community radio stations did their own programmes on yoga to complement the yoga project.
- **Live sessions with yoga experts-** Community radio stations brought yoga experts and held interactive live sessions with the listeners.
- **Community gatherings and yoga practice-** CRSs gathered their community members to promote and perform yoga. They also urged their community



TABLE 3.2: MAXIMUM POTENTIAL OUTREACH (ZONE-WISE)

Zones	States	Number of CRS	Maximum Potential Outreach
North Zone	Punjab, Haryana, Uttarakhand, Jammu and Kashmir, Chandigarh, Himachal Pradesh, and Uttar Pradesh	200 Community Radio Stations	Nearly 2 crore as stated by the CRSs (*estimated data)
East and Central Zone	Bihar, Chhattisgarh, Madhya Pradesh, Odisha, West Bengal, and Jharkhand		
West Zone	Gujarat, Rajasthan, and Maharashtra		
South Zone	Karnataka, Kerala, Andhra Pradesh, Telangana, and Tamil Nadu		
North-East Zone	Arunachal Pradesh, Assam, Manipur, Sikkim, and Tripura		
Total	24 States and 2 Union Territories		

members to practice yoga at home. Many community members shared photographs of practicing yoga.

- **Streaming and sharing videos-** The community radio stations shared the CYP videos with community members regularly and streamed the videos for groups.
- **Webinars-** Many CRSs organized webinars with yoga experts for their community members. Discussions were held, and doubts and misconceptions were clarified.

Activities Held on International Day of Yoga 2022

- **Promoting the yoga course -** The CRSs promoted the CYP course and urged community members to enrol in the course. They also helped community members throughout the registration process.
- **Webinars-** CRSs organized webinars with yoga experts for their community members. Discussions were held, and doubts and misconceptions were clarified.
- **Live broadcast of the IDY programme-** All the community radio stations broadcast a special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation.
- **Group yoga-** The CRSs gathered their community members and performed yoga under the guidance of trained yoga practitioners.
- **Contests-** Some CRSs organized fun activities to promote yoga and IDY 2022.





Prize distribution ceremony by a CRS for contests organized on IDY 2022.



Poster created for IDY at a contest organized by a CRS.



Potential Active Listener outreach for IDY 2022

Although the exact numbers cannot be ascertained, an estimated 10 per cent of the total outreach potential shows that the yoga programme on the International Day of Yoga 2022 must have reached at least **20,00,000 active listeners** through community radio stations.

CONCLUSIONS

- The total number of participants who were a part of the survey is 4,259.
- Out of the total participants, at least 4056 participants stated that they had enrolled for the CYP online course.
- Out of the total number of participants, 56.2 per cent were male and 43.8 per cent were female.
- 34.7 per cent of the participants belonged to the age group 15-25 years. 80.6 per cent were between 15-45 years of age. 10.9 per cent belonged to the age group 46-55 years. The number of participants aged below 15 or above 65 was only 5.6 per cent of the total.
- 43.7 per cent of the participants lived in rural areas. 14.9 per cent lived in semi-urban areas and 41.4 per cent were from urban areas.
- Students formed 34.4 per cent of the participants. 13 per cent of the participants were employed in the private sector/NGOs. 9.4 per cent were farmers and another 9.3 per cent claimed to be involved in a business. 8.3 per cent were teachers and 8.2 per cent were homemakers. 6.5 per cent of the participants were government employees.
- A majority of the participants came to know of the course through the community radio stations or their staff.
- 87.9 per cent of the people said that they would recommend the CYP course to others while only 8 per cent said that they would not.
- 81.1 per cent of the participants used mobile phones to access the course. 11.2 per cent used a laptop or PC. 7.7 per cent did not disclose the medium or did not enrol for the course.
- 78.6 per cent participants affirmed that they practiced yoga as a part of their daily lives.
- 53.6 per cent participants said that they had access to a yoga centre nearby.
- 90.6 per cent of the participants stated that they were at least willing to try and make yoga a regular part of their routine if they had a trained yoga instructor to guide them.



Part B: Zone-Wise Reports

NORTH ZONE

The Ministry of Ayush collaborated with CEMCA for the yoga project which was conceptualized as a curtain raiser for the International Day of Yoga 2022. Community radios were chosen as the medium for promoting the project. CEMCA, along with the Ministry of Ayush, selected 200 CRSs from geographical zones across the country and engaged them for the project. The main objective of the project was promoting yoga as a part of daily life in the community. The CRSs promoted the Common Yoga Protocol, which is an online course developed by MDNIY. From the North Zone, 54 community radio stations were chosen from Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttar Pradesh, and Uttarakhand.

All the CRSs in the region generally have a range of about 15-20 km but sometimes they are accessible even beyond this range.

MODE OF TRANSMISSION

The primary mode of transmission of all CRSs is broadcasting. But, at times, the CRSs also narrowcast the information to reach the maximum number of community members in their respective regions. Internet radio and app-based broadcasts are also emerging ways to reach out to community members.



Yoga session in Chandigarh University.



SCHEDULE OF THE BROADCAST

The CRSs were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. All the CRSs in the region started broadcasting the jingle on yoga on 8 June 2022. The jingle was broadcast at least 2-3 times a day. Some CRSs even broadcast the jingle every hour. Most of the CRSs continued broadcasting the jingle till 30 June 2022 and some of them continued the broadcast even after the project officially came to a close.

The broadcast schedule of the CRSs is given in **Annexure 2**.

LANGUAGE(S)

Initially, the community radio stations were provided with the Hindi audio and script of the yoga jingle. The CRSs were given an opportunity to reproduce the jingle in their own regional languages or dialects to reach out efficiently to the local communities.

Radio Sharda created a Kashmiri version of the jingle, while the CRSs from Punjab and Chandigarh created a Punjabi version. Most CRSs played the jingle in Hindi as the North Zone mostly comprises of Hindi speaking states.

METHODOLOGY

All the CRSs in the region adopted a similar methodology for the current project. The CRSs broadcast the jingle provided to them. They also created their own programmes based on yoga. Broadcast was the main means of reaching out to the community. The CRSs also organized special programmes on the International



A child meditating during a yoga session in a school.



Day of Yoga 2022 to reach out to the community and promote yoga. The course was actively promoted by the CRSs and they helped community members to enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRSs also carried out a survey to collect data from the community through Google Forms and uploaded photographs and reports in the Google Drive folders provided to them by CEMCA.

ANALYSIS

- Out of the participants surveyed in the North Zone, 54.5 per cent were male and 45.5 per cent were female.
- 34 per cent of the participants in the North Zone belonged to the age group 15-25 years, followed by 30 per cent in the age group 26-35 years, and 17 per cent in the age group 36-45 years. Together these three age groups formed 81 per cent of all the participants in the North Zone. 12 per cent of the participants belonged to the age group 46-55 years and 5 per cent to the age group 56-65 years. The age groups less than 15 years and more than 65 years formed only 2 per cent of the total participants in the zone.
- 43.9 per cent of the participants lived in urban areas while 44.1 per cent lived in rural areas. 11.9 per cent of the participants lived in the semi-urban areas.
- 32.8 per cent of the participants in the zone were students while 13.7 per cent were employed in the private sector or with NGOs. 8 per cent were farmers or did agriculture while 9.6 per cent were engaged in business and 4.6 per cent were government employees. 5.5 per cent of the participants were teachers and 9.7 per cent were homemakers. 4.3 per cent of the participants said that they were unemployed.
- 69 per cent of the participants in the zone said that they came to know about CYP course through the CRSs. Another 18.8 per cent that they were introduced to the course by CRSs staff. 5.1 per cent came to know about the course through social media. 2.6 per cent came to know about the course through a peer group and the rest 3.7 per cent stated that they came to know of the course from other sources that were not listed.
- 87.9 per cent of the participants stated that they would recommend the course to others while 10.5 per cent said they would not. 1.5 per cent of the participants did not answer the question.
- 86.9 per cent of the participants used mobile phones to access the course and 8.9 per cent used either laptops or PCs. 4.2 per cent of the participants did not respond to the question.
- 59.2 per cent of the participants said that they planned to become regular yoga practitioners while 8.8 per cent were of the opinion that they would take further courses to become yoga instructors. 10.4 per cent of the participants had not enrolled for the course while 21.6 per cent of the participants were still not sure about the further steps.



REGULAR PRACTICE OF YOGA

As seen in Figure 3.12, 84.2 per cent of the participants said that they were regular practitioners of yoga while 15.8 per cent responded that they did not practice yoga as a part of their daily routine.

ACCESS TO A YOGA CENTRE

52.6 per cent of the participants in the zone said that they did not have access to a yoga centre in their vicinity while 47.4 per cent had a yoga centre nearby.

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

Figure 3.14 shows that almost 74 per cent of the participants were ready to practice yoga if they had a trained yoga instructor to guide them and another 12 per cent said that they were willing to give it a try. Only 14.1 per cent of the participants said that they will not practice yoga even if they had a yoga instructor.

DISCUSSION

During the project, the CRSs regularly interacted with the audience and actively promoted yoga through their daily broadcasts. Community members found yoga effective in leading a healthy lifestyle. Many community members had been practicing yoga as a part of their daily routine. Some community members, especially farmers, said that they often did not find time to exercise or practice yoga but their daily routine of working in the fields kept them healthy. Most of the community members showed a keen interest in learning and practicing yoga. Community members, especially those from the rural areas, are not digitally literate and are new to the concept of online courses; but they were enthusiastic to enrol and practice yoga as best as they could.

CONCLUSION

The community radio stations in the North Zone were active promoters of yoga and the CYP course during the project. They spread the word among their community members and facilitated their enrolment in the CYP course. They helped community members during the course and clarified their doubts. Though reaching out to community members was an arduous task, the CRSs adopted new and effective ways to relentlessly spread the word about yoga among their community members.



Fig. 3.12: Regular practice of yoga

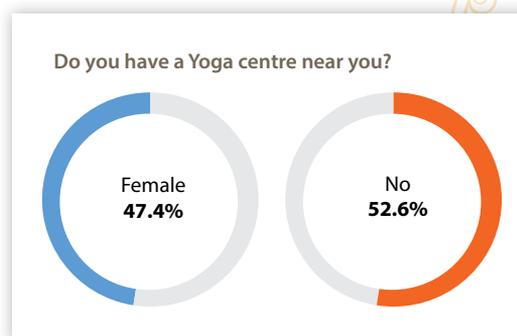


Fig. 3.13: Access to a yoga centre

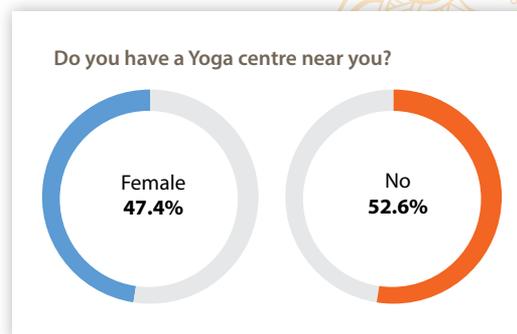


Fig. 3.14: Willingness to practice yoga if a yoga instructor is made available



WEST ZONE

The Ministry of Ayush collaborated with CEMCA for the yoga project which was conceptualized as a curtain raiser for the International Day of Yoga 2022. Community radios were chosen as the medium to promote the project. CEMCA, along with the Ministry of Ayush, selected 200 CRSs from geographical zones across the country and engaged them for the project. The main objective of the project was promoting yoga as a part of daily life in the community. The CRSs promoted the Common Yoga Protocol, which is an online course developed by MDNIY. From the West Zone, 30 community radio stations were chosen from Gujarat, Maharashtra, and Rajasthan.

All the CRSs in the region generally have a range of about 15-20 km but sometimes they are accessible even beyond the stated range.



At Sardar Patel University, Gujarat.



MODE OF TRANSMISSION

The primary mode of transmission for all CRSs is broadcasting. But, at times, the CRSs also narrowcast the information to reach the maximum number of community members in their respective regions. Internet radio and app-based broadcasts are also emerging ways to reach out to community members.

SCHEDULE OF THE BROADCAST

The CRSs were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. All the CRSs in the region started broadcasting the jingle on yoga on 8 June 2022. The jingle was broadcast at least 2-3 times a day. Some CRSs even broadcast the jingle every hour. Most of the CRSs continued broadcasting the jingle till 30 June 2022; some of the CRSs continued the broadcast even after the project officially came to a close.

The broadcast schedule of the CRSs is given in **Annexure 2**.

LANGUAGE(S)

Initially, the community radio stations were provided with the Hindi audio and script of the yoga jingle. The CRSs were given an opportunity to reproduce the jingle in their own regional languages or dialects to reach out efficiently to the respective local communities.

The CRSs in Rajasthan broadcast the jingle in Hindi. Some CRSs in Gujarat and Maharashtra also broadcast the Hindi version as people in these states too understand Hindi.

All the CRSs produced programmes on their own and promoted yoga in local languages.

METHODOLOGY

All the CRSs in the region adopted a similar methodology for the current project. The CRSs broadcast the jingle provided to them. They also created their own programmes based on yoga. Broadcast was the main means of reaching out to the community. The CRSs also organized special programmes on the International Day of Yoga 2022 to reach out to the community and promote yoga. The course was actively promoted by the CRSs and they helped community members to enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRSs also carried out a survey to collect data from the community through Google Forms and uploaded photographs and reports in the Google Drive folders provided to them by CEMCA.





Specially-abled children practicing yoga at BWC, Dahod.

ANALYSIS

- Out of the participants surveyed in the West Zone, 59.6 per cent were male and 40.4 per cent were female.
- 33.1 per cent of the participants in the West Zone belonged to the age group 15-25 years, followed by 24.5 per cent in the age group 26-35 years, and 24.9 per cent participants in the age group 36-45 years. Together these three age groups formed 82.5 per cent of all the participants in the West Zone. 10.9 per cent participants belonged to the age group 46-55 years and 3.3 per cent belonged to the age group 56-65 years. The age groups less than 15 years and more than 65 years formed only 2.9 per cent of the total participants in the zone.
- 25.2 per cent of the participants lived in urban areas while 51.6 per cent lived in rural areas. 23.2 per cent of the participants lived in semi-urban areas.
- 27.7 per cent of the participants in the zone were students while 13.5 per cent were employed in the private sector or with NGOs. 10.5 per cent of the participants were farmers or did agriculture while 6.1 per cent were engaged in business and 6.7 per cent were government employees. 12.7 per cent of the participants were teachers and 10.0 per cent were homemakers. 3.6 per cent of the participants said that they were unemployed.
- 75.2 per cent of the participants in the zone said that they came to know about the CYP course through CRSs. 20.8 per cent said that they were introduced to the course by CRSs staff. 1.7 per cent came to know about the course through social media and 1.1 per cent came to know about the course through a peer group and the rest stated that they came to know of the course from other sources that were not listed.



- 94.9 per cent of the participants stated that they would recommend the course to others while 2.7 per cent said they would not. 2.4 per cent of the participants did not answer the question.
- 85.8 per cent of the participants used mobile phones to access the course and 12.8 per cent used either laptops or PCs. 1.5 per cent of the participants did not respond to the question.
- 82.8 per cent of the participants said that they planned to become regular yoga practitioners while 9.2 per cent said that they would take further courses to become yoga instructors. 3.8 per cent of the participants had not enrolled for the course while 4.1 per cent were not still sure about future steps.

REGULAR PRACTICE OF YOGA

As seen in Figure 3.15, 91.4 per cent of the participants said that they were regular practitioners of yoga while 8.6 per cent responded that they did not practice yoga as a part of their daily routine.

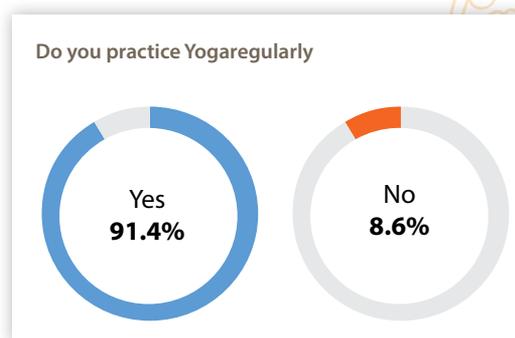


Fig. 3.15: Regular practice of yoga

ACCESS TO A YOGA CENTRE

47.2 per cent of the participants in the zone said that they did not have access to a yoga centre in their vicinity while 52.8 per cent had a yoga centre nearby.

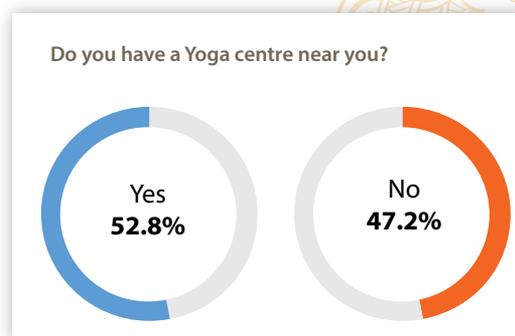


Fig. 3.16: Access to a yoga centre

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

Figure 3.17 shows that almost 76 per cent of the participants were ready to practice yoga if they had a trained yoga instructor to guide them and another 13.7 per cent said that they were willing to give it a try. Only 10.5 per cent of the participants said that they would not practice yoga even if they had a yoga instructor.

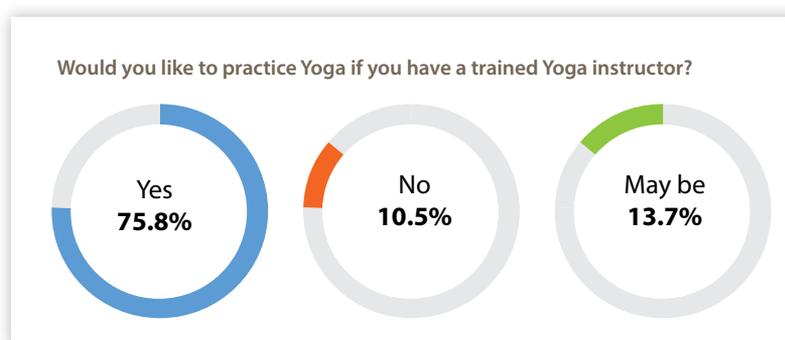


Fig. 3.17: Willingness to practice yoga if a yoga instructor is made available

DISCUSSION

Most of the community members reacted enthusiastically when they were informed about the CYP course and were urged to practice yoga. Most of them belonged to the rural areas. Many community members started practicing yoga and made it a part of their daily routine. This can be counted as a success of the yoga project.



CONCLUSION

The CRSs in the West Zone were active promoters of yoga and the CYP course during the project. They were able to reach out to community members. Efforts were made in every possible way to promote yoga at the grassroots levels and help the community members reap its benefits.

CENTRAL & EAST ZONE

The Ministry of Ayush collaborated with CEMCA for the yoga project which was conceptualized as a curtain raiser for the International Day of Yoga 2022. Community radios were chosen as the medium to promote the project. CEMCA, along with the Ministry of Ayush, selected 200 CRSs from geographical zones across the country and engaged them for the project. The main objective of the project was promoting yoga as a part of daily life in the community. The CRSs promoted the Common Yoga Protocol, which is an online course developed by MDNIY. From the Central & East Zone, 43 community radio stations were chosen from Bihar, Chhattisgarh, Jharkhand, West Bengal, Odisha, and Madhya Pradesh.

All the CRS in the region generally have a range of about 15-20 km but sometimes they are accessible even beyond the stated range.



Yoga session on IDY 2022 in Odisha.



MODE OF TRANSMISSION

The primary mode of transmission for all CRSs is broadcasting. But, at times, the CRSs also narrowcast the information to reach the maximum number of community members in their respective regions. Internet radio and app-based broadcast are also emerging ways to reach out to community members.

SCHEDULE OF THE BROADCAST

The CRSs were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. All the CRSs in the region started broadcasting the jingle on yoga on 8 June 2022. The jingle was broadcast at least 2-3 times a day. Some CRSs even broadcast the jingle on an hourly basis. Most of the CRSs continued broadcasting the jingle till 30 June 2022; some of the CRSs continued the broadcast even after the project officially came to a close.

The broadcast schedule of the CRSs is given in **Annexure 2**.

LANGUAGE(S)

Initially, the community radio stations were provided with the Hindi audio and script of the yoga jingle. The CRSs were given an opportunity to reproduce the



People practicing yoga in a village in Odisha.

jingle in their own regional languages or dialects to reach out efficiently to the respective local communities.

The CRSs in Jharkhand, Madhya Pradesh, and Chhattisgarh broadcast the jingle in Hindi. Maithili and Bhojpuri versions of the jingle were also created by the CRSs in Bihar. The CRSs in Odisha and West Bengal produced the Odiya and Bengali versions of the jingle.

All the CRSs produced programmes on their own and promoted yoga in the local languages.

METHODOLOGY

All the CRSs in the region adopted a similar methodology for the current project. The CRSs broadcast the jingle provided to them. They also created their own programmes based on yoga. Broadcast was the main means of reaching out to the community. The CRSs also organized special programmes on the International Day of Yoga 2022 to reach out to the community and promote yoga. The course was actively promoted by the CRSs and they helped community members to enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRSs also carried out a survey to collect data from the community through Google Forms and uploaded photographs and reports in the Google Drive folders provided to them by CEMCA.

ANALYSIS

- Out of the participants surveyed in the Central & East Zone, 56.8 per cent were male and 43.2 per cent were female.
- 25.9 per cent of the participants in the Central & East Zone belonged to the age group 15-25 years, 30.4 per cent belonged to the age group 26-35 years and 22.8 per cent belonged to the age group 36-45 years. Together these three age groups formed 79.1 per cent of all the participants in the Central & East Zone. 12.3 per cent of the participants belonged to the age group 46-55 years and 1.6 per cent belonged to the age group 56-65 years. The age groups less than 15 years and more than 65 years formed only 7 per cent of the total participants in the zone.
- 54 per cent of the participants lived in urban areas while 36.2 per cent lived in rural areas. 9.8 per cent of the participants lived in the semi-urban areas.
- 28.9 per cent of the participants in the zone were students while 12.6 per cent were employed in the private sector or by NGOs. 13.7 per cent of the participants were farmers or did agriculture while 13.3 per cent were engaged in business and 9.9 per cent were government employees. 19.9 per cent of the participants were teachers and 6.2 per cent were homemakers. 2.6 per cent of the participants said that they were unemployed.



- 68.5 per cent of the participants in the zone said that they came to know about the CYP course through CRSs. Another 15.8 per cent that they were introduced to the course by CRSs staff. 14.4 per cent of the participants came to know of the course through social media. 0.7 per cent came to know of the course through a peer group and the rest stated that they came to know of the course from other sources that were not listed.
- 87.6 per cent of the participants stated that they would recommend the course to others while 5.8 per cent said that they would not. 6.6 per cent of the participants did not answer the question.
- 76.8 per cent of the participants used mobile phones to access the course and 11.7 per cent used either laptops or PCs. The rest of the participants did not respond to the question.
- 48.7 per cent of the participants said that they planned to become regular yoga practitioners while 16 per cent said that they would take further courses to become yoga instructors. 13.4 per cent of the participants had not enrolled for the course while 21.9 per cent were not still sure about the next steps.



Yoga session in West Bengal.

REGULAR PRACTICE OF YOGA



Fig. 3.18: Regular practice of yoga

As seen in Figure 3.18, 72.4 per cent of the participants said that they were regular practitioners of yoga while 27.6 per cent responded that they did not practice yoga as a part of their daily routine.

ACCESS TO A YOGA CENTRE

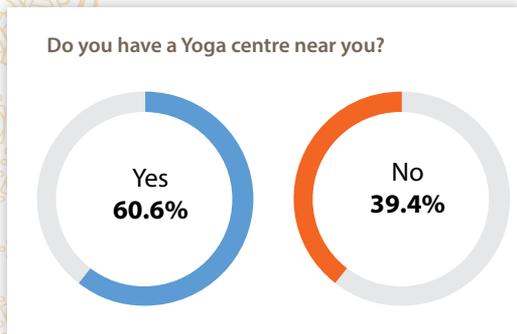


Fig. 3.19: Access to a yoga centre

39.4 per cent of the participants in the zone said that they did not have access to a yoga centre in their vicinity while 60.6 per cent had a yoga centre nearby.

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

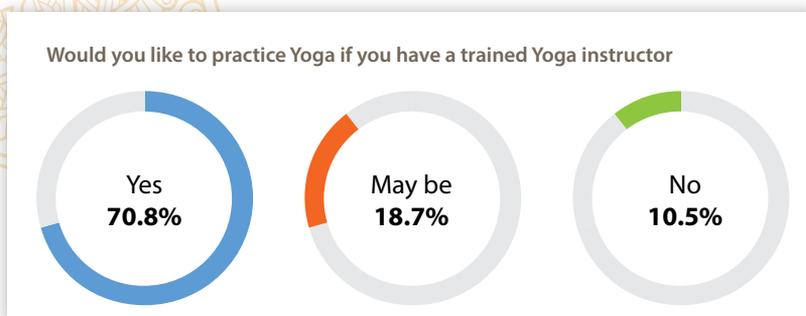


Fig. 3.20: Willingness to practice yoga if a yoga instructor is made available

Figure 3.20 shows that almost 70.8 per cent of the participants were ready to practice yoga if they had a trained yoga instructor to guide them and another 18.7 per cent said that they were willing to give it a try. Only 10.5 per cent of the participants said that they would not practice yoga even if they had a yoga instructor.

DISCUSSION

Community members in the Central & East Zone had a mixed reaction to the entire venture. It was enthusiastically received in the central region while it received mixed reactions in the eastern region, especially in West Bengal. This might be due to the fact that yoga might not be as popular in these regions as compared to the other regions.

Further initiatives can be taken to promote a culture of yoga and its practice at grassroots level. This will help community members get acquainted with the concepts of yoga and they will be able to reap the benefits of incorporating yoga as a part of their routine.

CONCLUSION

The community radio stations in the Central & East Zone actively participated in the project. They promoted the CYP course and encouraged enrolment in the course. The CRSs in the zone stood up to the challenge and made sure that the project responsibilities were carried out without fail. They played an instrumental role in promoting yoga among community members.



SOUTH ZONE

The Ministry of Ayush collaborated with CEMCA for the yoga project which was conceptualized as a curtain raiser for the International Day of Yoga 2022. Community radios were chosen as the medium to promote the project. CEMCA, along with the Ministry of Ayush, selected 200 CRSs from geographical zones across the country and engaged them for the project. The main objective of the project was promoting yoga as a part of daily life in the community. The CRSs promoted the Common Yoga Protocol, which is an online course developed by MDNIY. From the South Zone, 49 community radio stations were chosen from Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana.

All the CRSs in the region generally have a range of about 15-20 km but sometimes they are accessible even beyond the stated range.



Yoga session being conducted in a school in Tamil Nadu.

MODE OF TRANSMISSION

The primary mode of transmission for all CRSs is broadcasting. But, at times, the CRSs also narrowcast the information to reach the maximum number of community members in their respective regions. Internet radio and app-based broadcast are also emerging ways to reach out to community members.

SCHEDULE OF THE BROADCAST

The CRSs were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. All the CRSs in the region started broadcasting



the jingle on yoga on 8 June 2022. The jingle was broadcast at least 2-3 times a day. Some CRSs even broadcast the jingle on an hourly basis. Most of the CRSs continued broadcasting the jingle till 30 June 2022; some of the CRSs continued the broadcast even after the project officially came to a close.

The broadcast schedule of the CRSs is given in **Annexure 2**.

LANGUAGE(S)

Initially, the community radio stations were provided with the Hindi audio and script of the yoga jingle. The CRSs were given an opportunity to reproduce the jingle in their own regional languages or dialects to reach out efficiently to the respective local communities.



Students practicing yoga in a school in Karnataka.

The CRS; in Andhra Pradesh and Telangana created a Telugu version of the jingle. CRSs in Karnataka produced a Kannada version. The jingle was also recreated in Tamil and Malayalam by the CRSs in Tamil Nadu and Kerala.

All the CRSs produced programmes on their own and promoted yoga in the local languages.

METHODOLOGY

All the CRSs in the region adopted a similar methodology for the current project. The CRSs broadcast the jingle provided to them. They also created their own programmes based on yoga. Broadcast was the main means of reaching out to



the community. The CRSs also organized special programmes on the International Day of Yoga 2022 to reach out to the community and promote yoga. The course was actively promoted by the CRSs and they helped community members to enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRSs also carried out a survey to collect data from the community through Google Forms and uploaded photographs and reports in the Google Drive folders provided to them by CEMCA.

ANALYSIS

- Out of the participants surveyed in the South Zone, 55.5 per cent were male and 44.5 per cent were female.
- 48.9 per cent of the participants in the South Zone belonged to the age group 15-25 years, 21.3 per cent belonged to the age group 26-35 years, and 9.8 per cent belonged to the age group 36-45 years. Together these three age groups formed 80 per cent of all the participants in the South Zone. 6.7 per cent participants belonged to the age group 46-55 years and 3.8 per cent belonged to the age group 56-65 years. The age groups less than 15 years and more than 65 years formed about 9.4 per cent of the total participants in the zone.
- 54 per cent of the participants lived in urban areas while 36.2 per cent lived in rural areas. 9.8 per cent of the participants lived in semi-urban areas.
- 50.1 per cent of the participants in the zone were students while 13.7 per cent were employed in the private sector or by NGOs. 2 per cent of the participants were farmers or did agriculture while 5.4 per cent were engaged in business and 3 per cent were government employees. 6.2 per cent of the participants were teachers and 6.6 per cent were homemakers. 4.2 per cent of the participants said that they were unemployed.
- 59 per cent of the participants in the zone said that they came to know about the CYP course through CRSs. Another 23 per cent that they were introduced to the course by CRSs staff. 6.9 per cent of the participants came to know about the course through social media. 2.5 per cent came to know about the course through a peer group and 1.6 per cent stated that they came to know about the course from other sources that were not listed.
- 81.4 per cent of the participants stated that they would recommend the course to others while 4.6 per cent said that they will not. 14.1 per cent of the participants did not answer the question.
- 76.9 per cent of the participants used mobile phones to access the course and 11.6 per cent used either laptops or PCs. 11.5 per cent of the participants did not respond to the question.
- 59 per cent of the participants said that they planned to become regular yoga practitioners while 5.6 per cent said that they would take further courses to become yoga instructors. 24.9 per cent of the participants had not enrolled



for the course while 10.6 per cent were not sure about the next steps.

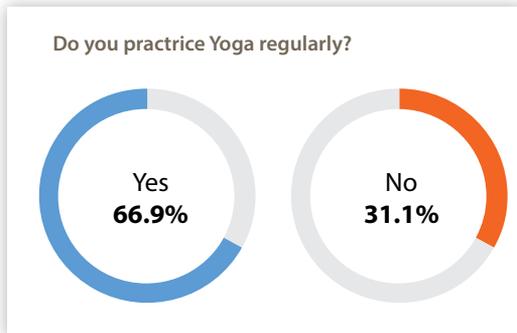


Fig. 3.21: Regular practice of yoga

REGULAR PRACTICE OF YOGA

As seen in Figure 3.21, 66.9 per cent of the participants said that they were regular practitioners of yoga while 33.1 per cent responded that they did not practice yoga as a part of their daily routine.

ACCESS TO A YOGA CENTRE

41.1 per cent of the participants in the zone said that they did not have access to a yoga centre in their vicinity while 58.9 per cent stated that they had a yoga centre nearby.

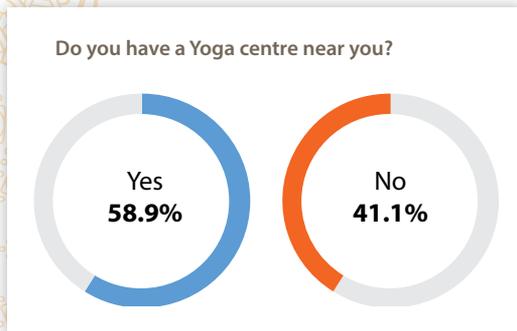


Fig. 3.22: Access to a yoga centre

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

Figure 3.23 shows that 73.4 per cent of the participants were ready to practice yoga if they had a trained yoga instructor to guide them and another 22.7 per cent said that they were willing to give it a try. Only 3.9 per cent of the participants said that they would not practice yoga even if they had a yoga instructor.

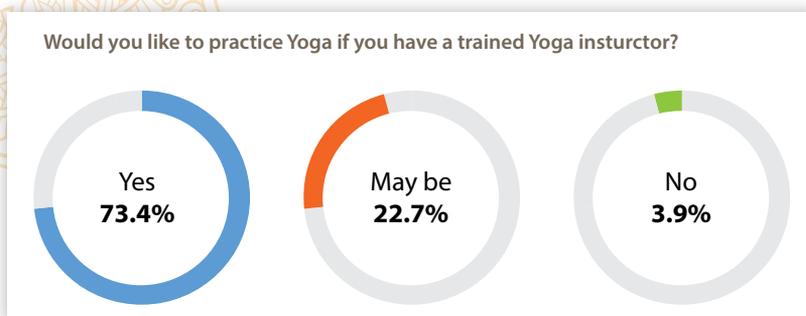


Fig. 3.23: Willingness to practice yoga if a yoga instructor is made available

DISCUSSION

During the initial stages of the project, the CRSs faced many challenges. Language barrier was one of the major challenges which hampered the promotion of the CYP course in the South Zone. Most of the community members said that they faced issues related to language. Despite this,

community members enthusiastically participated in the events related to the project. They were active in the discussions and talks organized by the CRSs.

CONCLUSION

All the CRS in the South Zone put in relentless efforts to make sure that the project was a success. It was not an easy task but the persistent efforts on the part of the CRSs helped promote yoga in the community. The CRSs and their staff contributed efficiently in all stages of the project.



NORTH-EAST ZONE

The Ministry of Ayush collaborated with CEMCA for the yoga project which was conceptualized as a curtain raiser for the International Day of Yoga 2022. Community radios were chosen as the medium for promoting the project. CEMCA, along with the Ministry of Ayush, selected 200 CRSs from geographical zones across the country and engaged them for the project. The main objective of the project was promoting yoga as a part of daily life in the community. The CRSs promoted the Common Yoga Protocol, which is an online course developed by MDNIY. From the North-East Zone, 9 community radio stations were chosen from Arunachal Pradesh, Assam, Manipur, Tripura, and Sikkim. There are no CRSs in Nagaland, Mizoram, and Meghalaya.

All the CRS in the region generally have a range of about 15-20 km but sometimes they are accessible even beyond the stated range.



Students before a yoga session in a school in Manipur.

MODE OF TRANSMISSION

The primary mode of transmission of all CRSs is broadcasting. But, at times, the CRSs also narrowcast the information to reach the maximum number of community members in their respective regions. Internet radio and app-based broadcast are also emerging ways to reach out to community members.



SCHEDULE OF THE BROADCAST

The CRSs were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. All the CRSs in the region started broadcasting the jingle on yoga on 8 June 2022. The jingle was broadcast at least 2-3 times a day. Some CRSs even broadcast the jingle on an hourly basis. Most of the CRSs continued broadcasting the jingle till 30 June 2022; some of the CRSs continued the broadcast even after the project officially came to a close.

The broadcast schedule of the CRSs is given in **Annexure 2**.

LANGUAGE(S)

Initially, the community radio stations were provided with the Hindi audio and script of the yoga jingle. The CRSs were given an opportunity to reproduce the jingle in their own regional languages or dialects to reach out efficiently to the respective local communities.

The CRSs in North-East broadcast the jingle in Hindi and other regional languages. The CRSs also produced their own programmes and promoted yoga in their own local languages too.

METHODOLOGY

All the CRSs in the region adopted a similar methodology for the current project. The CRSs broadcast the jingle provided to them. They also created their own programmes based on yoga. Broadcast was the main means of reaching out to the community. The CRSs also organized special programmes on the



During the International Day of Yoga in Manipur.



International Day of Yoga 2022 to reach out to the community and promote yoga. The course was actively promoted by the CRSs and they helped community members enrol in the course. They also assisted community members through all the stages of the course from enrolment to certification. The CRSs also carried out a survey to collect data from the community through Google Forms and uploaded photographs and reports in the Google Drive folders provided to them by CEMCA.

ANALYSIS

- Out of the participants surveyed in the North-East Zone, 50.2 per cent were male and 49.8 per cent were female.
- 45.3 per cent of the participants belonged to the age group 15-25 years, 29.2 per cent belonged to the age group 26-35 years, and 11.9 per cent belonged to the age group 36-45 years. Together these three age groups formed 86.4 per cent of all the participants in the Central & East Zone. 12.8 per cent of the participants belonged to the age group 46-55 years. The age groups less than 15 years and more than 65 years formed about 0.4 per cent of the total participants in the zone and the rest belonged to the age group 56-65 years.
- 12.8 per cent of the participants lived in urban areas while 65.4 per cent lived in rural areas. 21.8 per cent of the participants lived in the semi-urban areas.
- 38.7 per cent of the participants in the zone were students while 8.6 per cent were employed in the private sector or with NGOs. 12.3 per cent of the participants were farmers or did agriculture while 10.7 per cent were engaged in a business and 5.3 per cent were government employees. 2.5 per cent of the participants were teachers and 13.2 per cent were homemakers. 7 per cent of the participants said that they were unemployed.
- 75.2 per cent of the participants said that they came to know about the CYP course through CRSs. Another 9.1 per cent said that they were introduced to the course by CRSs staff. 8.7 per cent of the participants came to know of the course through social media. 3.3 per cent came to know of the course through a peer group and 2.5 per cent stated that they had come to know of the course from other sources that were not listed.
- 90.9 per cent of the participants stated that they will recommend the course to others while 7.4 per cent said they will not. 1.6 per cent of the participants did not answer the question.
- 80.7 per cent of the participants used mobile phones to access the course and 11.1 per cent used either laptops or PCs. 8.2 per cent of the participants did not respond to the question.
- 50 per cent of the participants said that they planned to become regular yoga practitioners while 20.6 per cent said that they would take further courses to become yoga instructors. 19.4 per cent of the participants had not enrolled



for the course while 10 per cent of the participants were not still sure about the next steps.

REGULAR PRACTICE OF YOGA

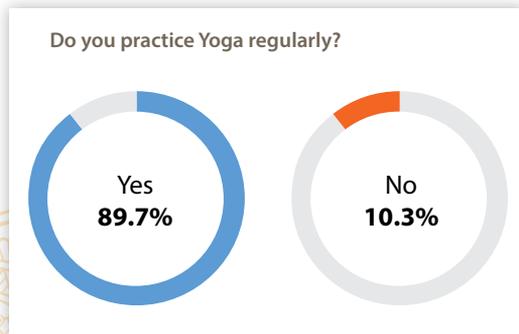


Fig. 3.24: Regular practice of yoga

As seen in Figure 3.24, 89.7 per cent of the participants said that they were regular practitioners of yoga while 10.3 per cent responded that they did not practice yoga as a part of their daily routine.

ACCESS TO A YOGA CENTRE

84.8 per cent of the participants in the zone said that they did not have access to a yoga centre in their vicinity and 15.2 per cent stated that they had a yoga centre nearby.



Fig. 3.25: Access to a yoga centre

WILLINGNESS TO PRACTICE YOGA IF A YOGA INSTRUCTOR IS MADE AVAILABLE

Figure 3.26 shows that 84.4 per cent of the participants were ready to practice yoga if they had a trained yoga instructor to guide them and another 15.6 per cent said that they were willing to give it a try.

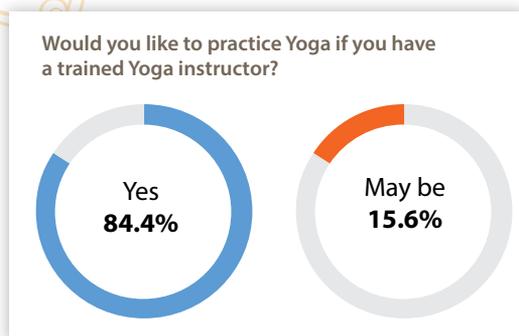


Fig. 3.26: Willingness to practice yoga if a yoga instructor is made available

DISCUSSION

Yoga is not as popular in the North-East part of the country as it is in the other parts. The community in the North-East is yet to understand the concepts of yoga and make it a part of their routines. A significant portion of the community expressed a keen interest in practicing yoga. Constant efforts must be made at grassroots level to develop community members' interest in yoga.

CONCLUSION

Language issues and lack of clarity affected the penetration and impact of the project in the North-East Zone, but the community radio stations contributed to the project with utmost dedication. They made effective outreach efforts to promote yoga in their communities. Despite being less in number as compared to other zones and being limited by several factors, the CRSs in the North-East Zone made a significant contribution to the success of the project. They were also able to encourage their community members to know about yoga and practice it; this is a huge step in a region where yoga is not very popular.







Chapter 4. From Listeners to Learners

COMMUNITY RADIO - MORE THAN JUST ENTERTAINMENT

Community radio stations are different from commercial radio stations in many ways. They are, in most cases, owned and operated by the communities that they cater to. The community has a large influence on the community radio station and the programmes that are aired by it. These programmes, in turn, influence the community. It is like a loop that functions with this binary. Over the course of time, community radios have evolved to a large extent. They have realized the services that they are responsible for in their respective communities.

Commercial radio stations mostly serve the purpose of being an entertainment medium, with most of them being music channels that play out songs throughout the day. In this modern era, where there are newer, better, and more alluring sources of media, especially visual media, radio seems to be relegated to a backseat often. But in terms of purpose, community radio stations outrun commercial radio stations. They serve far more purposes than just being a source of entertainment; they discuss different aspects like education, healthcare, agriculture, art, culture, news, and disaster management. All of these are interspersed with entertainment.



An RJ at a community radio station in Punjab.

THE INDIAN CONTEXT

In the Indian context, community radios have a greater significance than in most other countries and essay crucial roles, especially in rural regions. Currently, there are about 325 community radio stations in the country and most of them are located in rural and semi-urban areas. Though it might be hard to believe but there are still many regions in the country, especially rural ones, where television has not been able to make inroads. The radio still remains a prime source of entertainment in these areas, but apart from entertainment, it is also a crucial source of information. It is through community radio that people in these regions apprise themselves of various regional, national, and international affairs. They are constantly learning about the world around them with the help of the community radio stations.

The other significant role that community radio stations essay is creating awareness and educating the people about different issues and aspects, which include crucial sectors like agriculture and healthcare. Agriculture is the backbone of the Indian economy and is almost the only source of income in the rural parts of the country. Community radio stations disseminate a lot of important information and knowledge through their programmes that are of direct benefit to the farmers.

Community radio stations also spread awareness about different healthcare concerns which could be a regional threat or even a pandemic. The Ministry of Ayush's IEC Campaign is one example of such a campaign that focussed on immunity enhancement in the context of the Covid-19 pandemic that affected people across the globe. This campaign ran with 25 CRSs across five geographical zones in the country and was able to create a significant impact. The listeners adopted and practiced different measures that were disseminated in the campaign and were of the opinion that these practices did have a positive impact on their overall health. Such campaigns run by the CRSs are crucial for improving community health and also to inform the community about things like the services at their disposal and measures to follow in case there is a critical situation. These messages reach out to the community and they become better equipped to handle situations that might prove fatal.

EVOLVING FROM A LISTENER TO A LEARNER

In the discussion so far, one thing that stands out is the way the listener is constantly a part of the process. It is more than a one-way communication from the radio station to the listener. There is a constant dialogue and knowledge exchange between the CRS and its listeners. A learning process is embedded in the dialogue. The listener constantly and unconsciously becomes a part of this process; the listener, therefore, slowly transforms into a learner. The evolution is gradual and smooth; it is not one which is stressed or driven. 'Educating' the listener is not the prime motive; it is rather a co-motive.

A conscious effort at educating someone always requires her/his permission





Inside a community radio station during a broadcast.

and will. This most often is a strenuous task that requires efforts from both sides. But an unconscious approach is rather seamless and most times, it does not seek or require the learner's permission. The process is often intertwined with other elements which mask the learning bit. This makes the evolution from a listener to a learner an easy one.

Community radios mostly discuss matters related to their listeners and their surroundings. This means that the content is quite listener-oriented and because of this, the listener naturally tends to pay close attention to the content as it can make a difference to his/her daily life. The listener, therefore, is learning on the go as he/she is

being apprised of different things which can be practiced and be made a part of their daily lives. Effectively, listening becomes a learning process.

Now that we have discussed how the listener gradually becomes a learner through a community radio, let's take a look at how this process has been carried out in the yoga project that CEMCA and the Ministry of Ayush have collaborated on.

LEARNING YOGA THROUGH COMMUNITY RADIO

When the Ministry of Ayush first took the initiative to promote yoga through community radios, many including the CRSs personnel were sceptical of its outcome and success. Most of them were of the view that how could one learn yoga through an audio medium? Many cited the risks of practicing yoga with only audio guidance as a major obstacle because yoga is primarily practiced under in-person guidance or at least guidance through the visual medium. So, the initial effort was to help the listeners learn about yoga rather than learn yoga. But with time, there have been constant and remarkable efforts towards helping the listeners learn yoga which is the ultimate goal. The process has gradually shifted from learning about yoga to learning yoga.

It has not been an easy task over the last two years and two yoga projects. There were a lot of challenges and obstacles throughout but persistent efforts have yielded great results. Both the yoga projects have served their goals and have been highly successful in terms of helping the listeners learn about yoga and then learn yoga.

The CRSs started by broadcasting a jingle and a programme based on yoga. This created a wave among the listeners as many were interested in yoga. We already know that yoga is a part of many people's daily lives across the country,



and thanks to the relentless efforts by the Ministry of Ayush, its popularity has grown exponentially in recent years.

The CRSs created their own programmes related to yoga apart from the ones that were provided by the ministry and they also translated the jingle into local languages. This resulted in a wider outreach among communities that do not understand Hindi or English well. The CRSs programmes were innovative and they brought in experts for live interactions with their listeners where they had a chance to clarify their doubts.

This boosted listeners' interest. Many came to know about yoga, while others improved on what they already knew and many others became eager to practice yoga. Once such awareness and interest had been created, the CRSs then guided their listeners to the Ministry of Ayush's yoga course and YouTube videos where the listeners had the option to register and become active participants in the learning process. Hence, here one can trace a clear transition from passive listeners to active learners. Given in Figure 4.1 is a simple flowchart that will help understand the process better.

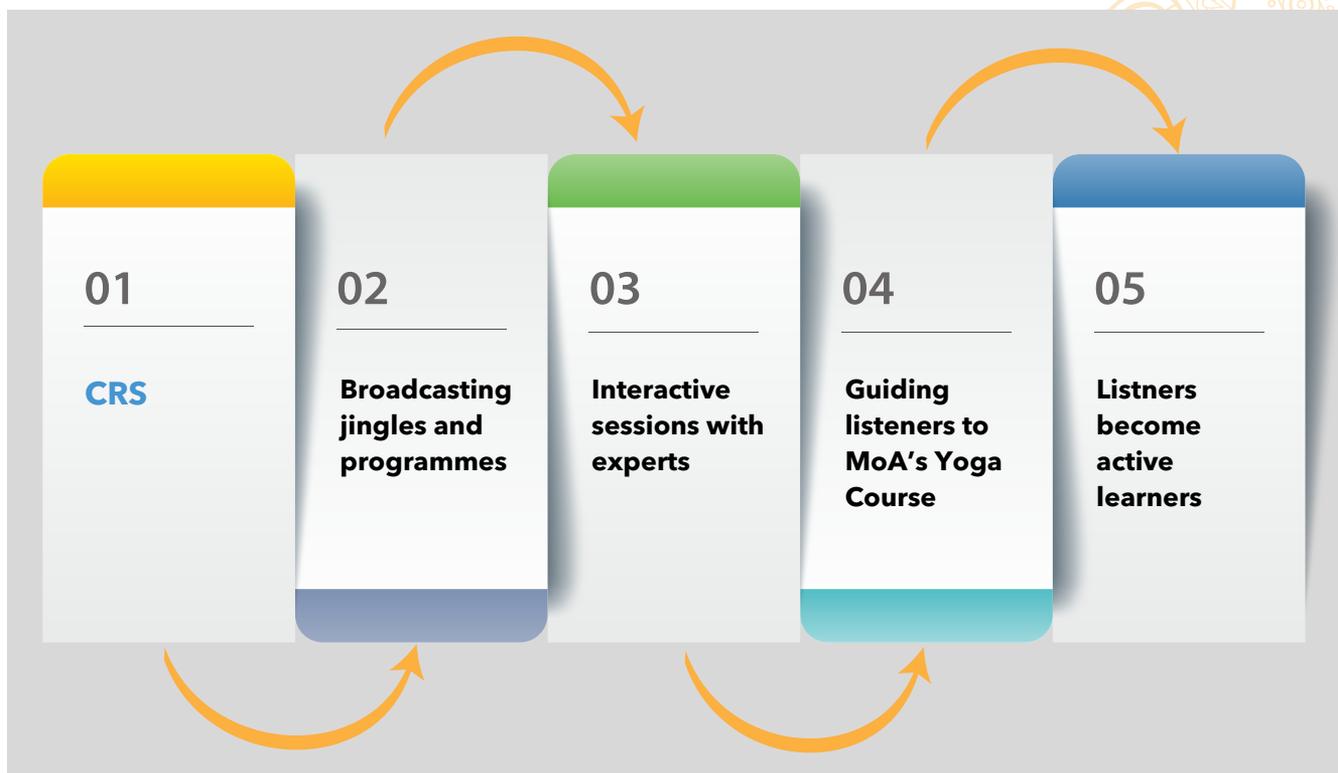


Fig. 4.1: Passive listeners to active learners

Many factors impeded the process of learning, but these challenges are being overcome one at a time and it has been proven that both learning about yoga and learning yoga is possible. Through the yoga projects in 2021 and 2022, the community radio stations have been able to promote yoga across the country



and have been able to reach out to people who live in the remote corners through their programmes.

HIGHLIGHTS

The yoga project 2022 can be termed as yet another successful collaboration between the Ministry of Ayush and CEMCA. There are many highlights from the current project that involved 200 community radio stations. Many people from across the country participated in the events of the International Yoga Day 2022. This includes senior citizens, specially-able people, police force, school children, members of the minority communities, transgender community, tribal communities. Given below are a few highlights from the yoga project 2022.

MASS PARTICIPATION ON IDY 2022

There were many events across the country where people gathered in large numbers on the International Day of Yoga 2022 and practiced yoga. These events were organized by schools, universities, non-governmental organizations, residential associations and several other kinds of organizations. Such widespread participation from people across the country shows the immense success of the current yoga project.



People practising in a community hall



YOGA IN SCHOOLS

Many schools organised yoga sessions and school children were enthusiastic participants on the International Day of Yoga 2022. Many community radio stations sent photographs of school children actively participating in yoga sessions.

It is important that they inculcate such healthy practices in childhood itself so that they grow up to be healthy and productive citizens for our country.

YOGA IN HIGHER EDUCATION INSTITUTIONS

Like schools, many universities organised yoga sessions in their campuses on the International Day of Yoga 2022. They have been promoting Yoga amongst the students through the CRSs that are a part of these educational institutions. Seminars, contests and other activities were also held along with yoga sessions.

YOGA FOR SPECIALLY-ABLED

Some community radio stations strived to extend the healing touch of yoga among people who are specially-abled. One such CRS is Radio Awaj 90.8, which is run by Blind Welfare Council, Dahod, Gujarat. They helped visually-challenged children practice yoga and helped them understand yoga better. It is, at times, a difficult task to help the specially-abled community members to practice yoga but with the praiseworthy efforts of the CRSs, they have been able to feel a touch of Yoga in their lives.



Children practicing yoga in school

YOGA AMONGST MINORITY COMMUNITIES

Busting the myths that yoga belongs only to a particular community or culture, people from all communities, especially minority communities, were part of the yoga events that were organised on the International Day of Yoga.

Some CRSs are located in areas where there the majority of population is from minority communities. Many people from these communities actively participated in yoga sessions and vowed to make yoga a part of their daily lives to lead a healthy life.





A yoga session in progress

YOGA AMONGST SENIOR CITIZENS

Some CRSs also organised yoga sessions for the senior citizens in their locality. Their enthusiasm is evident from the photographs that the CRSs have shared.

Yoga could be made a part of the daily routine of senior citizens because it has many health benefits and it is relatively of lower intensity when compared other fitness routines like gym workouts, running etc.

YOGA AMONGST TRANSGENDER COMMUNITY MEMBERS

Both in 2021 and 2022, it has been reported by the CRSs that members of the transgender community have been a part of the yoga sessions and activities. Though the number of participants from the transgender community is not very high, constant efforts are being made to spread awareness about yoga amongst them.

YOGA AMONGST TRIBAL COMMUNITIES

The word about yoga has reached most regions of the country, but there are still some areas where people are yet to know and practice Yoga.

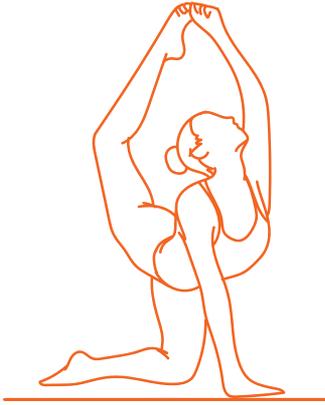
Some CRSs promoted yoga in places where it is still unknown, especially amongst tribal communities. Radio Hirakhand promoted yoga amongst the Kisan, Munda and Gond tribes in Odisha.

YOGA IN DIFFERENT SPACES AND COMMUNITIES

Yoga is something that can be practiced by almost anyone and almost everywhere. Proving this statement true, yoga was practiced in different spaces like orphanages, social clubs, residential associations.







Chapter 5. Conclusion and Recommendations

Yoga is among the countless treasures that have been given by the Indian culture to the rest of the world. It originated in the Indian subcontinent possibly around 5,000 years ago and has been in practice ever since. Numerous texts have been written about yoga, its philosophy, and concepts and practices, that add up to a huge corpus of knowledge. Many studies have shown the practice of yoga, including asanas, postures, breathing practices, chants, and meditation are beneficial for health. Yoga reduces stress, improves immunity and body functions, especially that of the lungs.

Yoga is practiced around the world in different forms, both traditional and modern. Its popularity is increasing across cultures and regions worldwide. Practicing yoga as a part of the daily routine can help one to lead a healthy life. As discussed earlier in this handbook, studies have also shown that yoga is beneficial for a proper respiratory function and is effective against mild to moderate conditions of Covid-19, and aids post-Covid-19 recovery.

The Prime Minister of India, Narendra Modi proposed International Day of Yoga to the UN in the UN General Assembly in 2014. Since 2015, the International Day of Yoga has been celebrated every year on 21 June.

CONCLUSION

Yoga is one of the major fields of indigenous tradition that is promoted and researched by the Ministry of Ayush. The ministry conceived the current yoga Project as a curtain raiser to the International Day of Yoga 2022. It could also serve as an effective way of maintaining optimum health and remaining physically fit after the Covid-19 pandemic. The main objective of the project was inculcating a culture of yoga in communities across the country. The Common Yoga Protocol, an online course designed and developed by the Morarji Desai National Institute of Yoga, was made open to the public as an initiative to promote yoga at the grassroots levels.

The Ministry of Ayush collaborated with CEMCA for this crucial and significant venture. Community radio stations were identified as the ideal medium for promoting yoga at the grassroot levels as it transcends the reach of most forms of mass media in rural areas. The CRSs play a vital role in informing and educating the local communities regarding yoga's different aspects such as health, agriculture, and disaster management. The current project was implemented in an informative and interactive manner to encourage the practice of yoga. The CYP course was promoted by the CRSs among their local communities.



The CRSs assisted community members throughout the course. The course is designed in such a way that it helps people understand yoga and begin its practice, hence aiding the principal objective. A post-project survey was also carried out by the CRSs to collect feedback from community members which is essential for further action. The major conclusions of the interactions during the project and those from the survey are:

- People in different parts of the country practice yoga as a part of their regular routine. They find it an effective means of staying fit.
- The interest in practicing yoga differs from region to region depending on the culture of the specific community.
- There are many misconceptions and doubts about yoga. These are prevalent even among those who practice yoga regularly.
- People who engage in occupations that involve regular physical activity, like agriculture, do not find it necessary to follow an exercise routine like practicing yoga.
- The initiative taken by the Ministry of Ayush to promote yoga was appreciated by the people.
- The government's initiatives are keenly followed by the people, especially those in rural areas. They relate to and support such initiatives.
- The Common Yoga Protocol course was received with great enthusiasm. As per word of mouth, it is estimated that at least 6,000 people enrolled for the course during the project because of the initiatives taken by the community radio stations. Most of the participants also said that they will recommend the course to others.

Despite the best efforts, there were some factors that impeded the success of the project. The challenges faced during the project are:

- **Lack of internet facilities in rural areas:** The course was a resounding success in the urban and semi-urban regions of the country, but it is yet to break ground in the rural areas. Most people in the rural areas do not have access to the internet, smartphones, or even e-mail IDs.
- **Lack of digital literacy:** People, especially in rural areas, who lag in digital literacy are yet to learn how to use smart phones and access courses online. People still depend on person-to-person interactions in the rural areas and prefer conventional methods of learning. Hence, the success of an online course in such a scenario is highly questionable.
- **Dispelling the confusion:** It was a major task for the Ministry of Ayush, CEMCA, and the community radio stations to clarify the doubts of the participants in CYP. People had to be guided through the procedures on a step-by-step basis, but as a result of the relentless efforts, many people were able to be a part of the CYP course.
- **Language barriers:** The course is yet to develop its full-versions in different languages, though it is now available on YouTube in 16 languages. The



availability of the course in regional languages can affect its outreach to a great extent. In the coming time, as the course becomes available in more regional languages, it is sure to garner attention and reach more people.

RECOMMENDATIONS

After closely analysing the data collected through the survey, the feedback collected through reports from the CRSs, and the outcomes of the project, the major recommendations are:

- **Audio programme for CRSs:**

An audio-compatible programme could be provided to the CRSs. This will help reach out to more people across the country.

- **Making the course available offline**

Due to lack of internet facilities and lack of digital literacy, people in the rural areas find it difficult to follow the course. Initiatives can be taken to make the course available offline as well, for example, through mass media like radio and television so that more people can take part in the course.

- **The course as an audio programme for CRSs**

The course can be made into an audio programme and it can be broadcast by the radio stations. This will be very helpful in the rural areas where people are not digitally literate and have limited access to internet facilities. In such places, community radios can be utilized as an effective tool to reach out to the local people.

- **Providing the course in regional languages**

The CYP course can be provided in regional languages. This will be very helpful for the rural communities who do not understand Hindi or English. It will be easier for the communities to understand and follow the instructions which are very important to perform yoga correctly.

- **Eliminating technical issues with the website**

Technical glitches in the registration and certification process must be rectified to help improve the course completion rate.

- **Creating regional yoga centres**

Regional yoga centres can be created where people can practice yoga under the guidance of trained practitioners, especially in rural areas. In these centres, some provision can be made to hire certified people who have successfully completed the online course.

- **Providing yoga instructors**

People are willing to adopt yoga as a part of their regular routine if they have a trained yoga instructor to guide them. The availability of yoga instructors can ensure a safe practice of yoga by eliminating mistakes and thereby avoiding risk of injury. This can also help people understand yoga better than what they can by themselves.



Annexures

ANNEXURE 1: LIST OF COMMUNITY RADIO STATIONS

S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
NORTH EAST ZONE							
1.	Tarhuk Samaj	NGO	Radio City	Tarhuk Samaj, Tolum Namchang, Box 290, Rakap Colony, Naharlagun, Itanagar, Papum Pare District 791110 Arunachal Pradesh	Papum Pare	Arunachal Pradesh	Mr. Tolum Takar M- +91-9436044226 Email- admin@tarhuksamaj.com, tarhuksamaj@rediffmail.com, radiocityitanagar@gmail.com
2.	Krishna Kanta Handique State Open University	EDU	Radio Jnan Taranga	Krishna Kanta Handique State Open University, Housefed Complex, Dispur, Guwahati-781006	Kamrup Metropolitan	Assam	Ms. Sangeeta Kakoty M- +91-9435529660 Email - sangeeta.kakoty@kksou.in
3.	Gauhati University	EDU	Radio Luit	Gauhati University, Institute of Distance & Open Learning, GUIDOL Building, Jalkukbari, Guwahati-781014	Kamrup Metropolitan	Assam	Dr. Rabindra Sharma- M- +91- 8638211518 Email- registrar@gauhati.ac.in radioluit@gmail.com
4.	CENTRE FOR North East Studies and Policy Research (C-NES)	NGO	Radio Bhramaputra	Centre for North East Studies, Maijan Borsaikia Gaon, PO Hilodari, Dibrugarh-786002	Kamrup Metropolitan	Assam	Mr. Bhaskar Jyoti Bhuyan M- +91-9957722184 Email- bhuyan.bhaskar83@gmail.com; contactradiobrahmaputra@gmail.com
5.	Dibrugarh University	EDU	Radio Gyanmalinee	Dibrugarh University, Dibrugarh-786004, Assam	Dibrugarh	Assam	Prof. Nirod Boruah M- +91-8133841477 Email - borahbinot@gmail.com; mm.phukan87@gmail.com
6.	Youths Step Forward Centre	NGO	Radio Nongin	Wangjing Bazar, Thoubal, Manipur	Thoubal	Manipur	Mr. Ibungchouba Singh M- +91-8920654897 Email- ysfcc.ngo@gmail.com
7.	Foundation for Environment and Economic Development Services (FEEDS)	NGO	Radio FEEDS	Hengbung Village, Kangpokpi, Senapati, Manipur	Senapati	Manipur	Mr. Lamkholal Kipgen M- +91-9612159583, +91-8587045342 Email- crsfeeds@outlook.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
8.	David Super Star Bodal	NGO	Friends CR	David Super Star Bodal, Opp. Water Supply Office, Dhaleswar, Kalyani Pin code - 799004 City: Dist. Tripura West, Agartala State: Tripura	West Tripura	Tripura	Ms. Debanjana Devbarman M- +91-9366762940 Email - crsprojecttripura@gmail.com
9.	Arithang Neelgagan Development Society	NGO	Radio Kanchenjunga	Aritha Neelgagan Development Society (Ands) Martam, P.O.: Bermoik, Dist.: West Division Bac: Hee-Martam (Gram Vikash Kendra) Pin code - 737113 City: Gyalshi State: Sikkim (West Sikkim)	West Sikkim	Sikkim	Ms. Renuka M- +91-9083987527 +91-9832399558 Email- andswest@gmail.com
NORTH ZONE							
10.	Kisan Sewa Sansthan	NGO	Kisan FM	Kisan Radio, Kisan Sewa Sansthan, Apera City Phase 1, Belgadi, Misrauliya, Basti, Uttar Pradesh, Pin code - 272001	Basti	Uttar Pradesh	Mr. Rishabh M- +91-9918257474 Email- kss.org@gmail.com; kisan.fm@gmail.com
11.	Pir Panchal	NGO	Radio Sharda	Pir Panchal (N.G.O) 40 Subhash Nagar Pin code - 180002 City: Jammu State: Jammu & Kashmir	Jammu	J&K	Mr. Ramesh Hangloo M- +91-9419130357 Email- rameshhangloo@yahoo.co.in
12.	Vivek High School	EDU	Vivek CRS	Vivek High School, Sector- 38 B, Chandigarh	Chandigarh	Chandigarh	Mr. Ashish Tandon M- +91-9888324878 Email- vivekfm@gmail.com
13.	Shramik Bharti	NGO	Waqt ki Awaaz	Shramik Bharti 392 Vikas Nagar Lakhanpur, Pin code - 208024 City: Kanpur State: Uttar Pradesh	Kanpur Dehat	Uttar Pradesh	Ms. Radha Shukla M- +91-8953991352 Email- waqtkiawaaz@gmail.com; info@shramikbharti.org.in; shramikbhartikanpur@gmail.com
14	Himachal Harijan Kalyan Sanstha	NGO	Kuthar Radio	Himachal Harijan Kalyan Sanstha Teh. Theog Pin code - 171201 City: Shimla State: Himachal Pradesh	Shimla	Himachal Pradesh	Mr. S. S. Banolta M- +91-9418138495 Email- kutharradio90.8@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
15.	M.S. Panwar Institute of Communication & Management	EDU	Hamara Mspicm CRS	M.S Panwar Institute of Communication & Management Rajgarh Road, Near Gas Godown Shanti Pin code - 173212 City: Solan State: Himachal Pradesh	Solan	Himachal Pradesh	Mr. Brijender Singh Panwar M- +91-9218848838 Email- salonigtm@gmail.com, brijenderpanwar@gmail.com
16.	Gunjan Organisation for Community Development	NGO	Radio Gunjan	Gunjan Organisation for Community Development, Tapovan Road, Siddhbari, Tehsil Dharamsala, Distt. Kara, Himachal Pradesh-176057	Kangra	Himachal Pradesh	Mr. Sandeep Parmar M- +91-9459082624 Email- gocd.hp@gmail.com
17.	Manav Rachna Education Trust	NGO	Radio Manav Rachna	Manheru Public School Manheru, Village Manheru, Bhiwani Block, Bhiwani District, Haryana	Faridabad	Haryana	Ms. Gurjeet Kaur Chawla M- +91-8447780247 Email- rmr107.8fm@gmail.com; director.rmr@radiomanavrachna.org
18.	The Restoring Force	NGO	Gurgaon Ki Awaaz	The Restoring Force 27, Sector 18, Electronic City, Udyog Vihar, Gurugram-122016	Gurugram	Haryana	Ms. Arti Jaiman M- +91-9811126336 Email- arti@trfindia.org
19.	Mind Tree School	EDU	Radio Mind Tree	Mind Tree School, Sector 1, Ambala City, Haryana 134003	Ambala	Haryana	Mr. Yogesh Jangra M- +91-8929239292 Email- mindtreeschool@gmail.com, radiomindtree@gmail.com
20.	Carvan Sanskritik Evam Vikas Manch	NGO	Radio Pragya	Radio Pragya, Padrauna, Kushinagar, Uttar Pradesh	Kushinagar	Uttar Pradesh	Mr. Parshuram Shrivastav M- +91-8874474467 Email- radiopragya90.4@gmail.com
21.	Ashutosh Shiksha Evam Sewa Sansthan	NGO	Radio Gorakhpur	Radio Gorakhpur, Ashutosh Shiksha Evam Sewa Sanstha, 15-H Kailash Kunj, Daudpur Pin code - 273001 City: Gorakhpur.	Gorakhpur	Uttar Pradesh	Mr. Jaibeer Pratap Singh M- +91-8009902940 Email- radiogorakhpurfm90.8@gmail.com
22.	Seeking Modern Applications for Real Transformation (SMART)	NGO	Radio Mewat	Radio Mewat, Seeking Modern Applications for Real Transformation Smart 145 Gautam Nagar, Pin code - 110049 City: New Delhi State: Delhi	Mewat	Haryana	Ms. Archana Kapoor M_ +91-9811166297 Email- radiomewat90.4@gmail.com; info@radiomewat.org; archana@radiomewat.org



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
23.	S.M. Sehgal Foundation	NGO	Radio Alfaz-e-Mewat	S.M. Sehgal Foundation, Plot No-34 Sector 44 Institutional Area Pin code - 122002 City: Gurugram State: Haryana	Gurugram	Haryana	Ms. Pooja O. Murada M- +91-9812529324 Email- poojamurada@smsfoundation.org; sonia.chopra@smsfoundation.org
24.	Jagannath International Management School	EDU	Radio JIMS	OCF, Pkt-9, Sector-B, Vasant Kunj	New Delhi	Delhi	Email -Hodjmc.vk@jagannath.org M-+91 9910990809
25.	Mirza Ahsanullah Beg Educational and Social Welfare Society	NGO	Voice of Azamgarh	Voice of Azamgarh, College Campus, M A Beg Girls PG College, Anjaan-Shaheed-276125	Azamgarh	Uttar Pradesh	Ms. Seema Bharti Srivastava M- +91-9839211624 Email- sriv.seema@gmail.com info@voiceofazamgarh.com
26.	Institute of Management Studies	EDU	Salaam Namaste	Institute of Management Studies, A-8B, Block C, Ims Campus, Sector 62, Noida-District GB Nagar, 201303 Uttar Pradesh	Gautam Buddh Nagar, Noida	Uttar Pradesh	Ms. Barsha Chabaria M_ +91-9650723550 Email- info@salaamnamaste.in, vchabaria@gmail.com
27.	Sarv Hitay Sansthan	NGO	Radio Badaun	Moh. Maharaj Nagar, Near Nigam Colony, Budaun, UP-243601	Budaun	Uttar Pradesh	Mr. N.P. Singh M- +91-9760440103 Email- shs.ngo@gmail.com
28.	Sai Jyoti Gramodhyog Samaj Seva Samiti	NGO	Lalit Lokvani	Lalit Lokvani, Sai Jyoti Gramodhyog Samaj Seva Samiti 417 Gandhi Nagar Pin code - 284403 City: Lalitpur State: Uttar Pradesh	Lalitpur	Uttar Pradesh	Mr. Ajay Shrivastava M- +91-9648939941 Email- lalitlokvani@gmail.com saijyoti_ltp@rediffmail.com
29.	Welfare Association for Downtrodden (WADA)	NGO	FM Alive	Radio Alive, Welfare Association for Downtrodden (Wada) 60 Masjid Lane Japura Bhopal Pin code - 110014 State: Uttar Pradesh	Aligarh	Uttar Pradesh	Ms. Prabha Gupta M- +91-7417686390 Email- wada1988@yahoo.com fmalive90.8mhz@gmail.com
30.	The Energy & Resources Institute	NGO	Kumaon Vani	Kumaon Vani, CRS Address: TRISHA Farm & Kumaon Vani Community RadioGram Supi, Block Ramgarh, Mukteshwar, Nainital - 263 138, Uttarakhand	Nainital	Uttarakhand	Mr. Sumit Bansal M- +91-9899804990 Email- kumaonvanicrs@teri.res.in; sumit.bansal@teri.res.in praveen.sharma@teri.res.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
31.	GB Pant University of Agriculture & Technology	EDU	Pantnagar Janvani	G.B.Pant University Of Agriculture And Technology, Dist U.S.Nagar, Pantnagar, Uttarakhand 263145	Udham Singh Nagar	Uttarakhand	Mr. S. K. Kashyap M- +91 7500241487 Email- pantnagarjanvani@gmail.com; sanjaykumar0506@gmail.com
32.	Uttarakhand Open University	EDU	Hello Haldwani	Uttarakhand Open University Above S.B.I. Kusmkheda Pin code - 263139 City: Haldwani Distt. Nainital State: Uttarakhand	Nainital	Uttarakhand	Mr. Bhupen Singh M- +91-9456324236 Email- durgespant@gmail.com
33.	Jeevan Jyoti Sansthan	NGO	Radio Kabir	Jivan Jyoti Sansthan, Tubel Colony, Khaliabad, Sant Kabir Nagar, Uttar Pradesh.	Sant Kabir Nagar	Uttar Pradesh	Mr. Devesh Kumar Dwivedi Radi M- +91-9696641478 Email- radiokabir@gmail.com
34.	Radio Rang	NGO	Radio Rang	Majar Wali Gali Saket Nagar Churaha Deoria State: Uttar Pradesh	Gautam Buddh Nagar- Noida	Uttar Pradesh	Mr. Hemant Kumar M- +91-9810722102 Email- radiatorangdeoria@gmail.com
35.	Mandakini Ki Awaj Sewa Samiti	NGO	Mandakini ki Awaj	Mandakini Ki Aawaz Kalyan Sewa Samiti Kendra Bhanaj, Po- Machkandi Via- Chandrapuri, Teh- Ukimath Pin code - 246425 City: Rudraprayag State: Uttarakhand,CRS Address:Village Sena Gadsari, PO Uchhadungi via Chandrapuri, Ukhimath, Rudraprayag, Uttarakhand - 246 425	Rudraprayag	Uttarakhand	Mr. Manavendra Negi M- +91-9837095433 Email- radiomandakini@gmail.com; comm.radiomka@gmail.com
36.	Basudhanidhi	NGO	Radio Gorakhvani	Ayurveda Asharam Gandhipuram PO, Arogyamandir Pin code - Na City: Gorakhpur State: Uttar Pradesh	Gorakhpur	Uttar Pradesh	Mr. Nagender Pathak M- +91-9936492465 Email- 90.4gorakhvani@gmail.com
37.	Janta Kalyan Sansthan	NGO	Radio Ambedkar-nagar	Vill & Post Sehara Jalalpur Tahsil- Bhati, Ara, District Jaunpur, Uttar Pradesh-222133	Ambedkar Nagar	Uttar Pradesh	Mr. Alok Singh M- +91-6394115290 Email- radioambedkarnagar904@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
38.	Radio Loudspeaker	NGO	Radio Loudspeaker	H 194 T, Manav Vihar Colony Sangam Chowk Padari Bazar Gorakhpur Uttar Pradesh	Gorakhpur	Uttar Pradesh	Mr. Vaibhav Email- loudspeakerfm@gmail.com
39.	Aastha Jan Kalyan Evam Vikas Samiti	NGO	Henvalvani CR	Aastha Jan Kalyan Evam Vikas Samiti, Upli Nagani, Hanvel Ghati PO Nagni, Pin code - 249175 City: Tehri Garhwal State: Uttarakhand	Tehri Garhwal	Uttarakhand	Mr. Rajendra Singh Negi M- +91-9412974251 Email- negihcr@gmail.com henvalvanicr@gmail.com
40.	Guru Nanak Fifth Centenary School	EDU	Radio Khushi	Guru Nanak Fifth Centenary School Vincent Hill / Shari - La Sardar Mehtab Sih Road Pin code - 248179, District Dehradun City: Mussoorie State: Uttarakhand	Dehradun	Uttarakhand	Mr. Arjun Kanturiya M_-+91-9927994633 Email- radiokhushi@yahoo.in; radiokhushi@gncfssociety.com
41.	Chitkara Educational Trust	NGO	Radio Chitkara	Chitkara Educational Trust SCO 162-163 Sector 9-C Madhya Marg, Chandigarh -160009	Chandigarh	Punjab	Mr. Ashutosh Mishra M- +91-9501105609 Email-ashutosh.mishra@chitkara.edu.in, pankaj.garg@chitkarauniversity.edu.in, radio1078@chitkara.edu.in
42.	Dakshini Haryana Sanskritik Manch	NGO	Radio Aravali	Dakshini Haryana Sanskritik Manch, B-3 Industrial State Nizampur Road Pin code - 123001 City: Narnaul, Dist. Mahindergarh State: Haryana	Mahendragarh	Haryana	Mr. Manish Yadav M- +91-9812466294 Email- radioaravali@gmail.com
43.	New Shiv Shakti Shikshan Samiti	NGO	Apna Radio	Apna Radio, New Shiv Shakti Shikshan Samiti Dagar Wali Gali Near Bus Stand Charkhi Dadri , Bhiwani Pin Code - 127306 State: Haryana	Charkhi Dadri	Haryana	Mr. Veer Pratap Singh M- +91-6375963119 Email- apnaradio91.2fm@gmail.com
44.	Vidya Sagar Academy	NGO	City FM	Mant Road, Raya Mathura, Mathura Uttar Pradesh 281001 India	Mathura	Uttar Pradesh	Mr. Jay Prakash Pathak M- +91-9639008777 Email- ujmaujma@rediffmail.com; cityfm91.2mathura@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
45.	KC School of Management & Computer Applications	EDU	KC Community Radio	Kc School of Management & Computer Applications, Karyam Road, Nawanshahr Punjab (India) 144514	Shaheed Bhagat Singh Nagar	Punjab	Dr. Shabnam M- +91-6239261149 Email- deancareer@kcinstitutes.com, kcsma@kcinsitutes.com; shabnam-bot@pau.edu
46.	Chandigarh University	EDU	Radio Punjab	NH 95, Chandigarh-Ludhiana Highway, Gharuan, Mohali, Punjab, 140413	Mohali	Punjab	Ms. Nidhi Sharma M- +91-7307427927 Email- radiopunjab90.0@cumail.in; radiostationhead@cumail.in
47.	Punjab University	EDU	Radio Jyotirgama	School of Communication Studies, Arts Block VII, Panjab University, Sector 14, Chandigarh-160014	Chandigarh	Punjab	Prof. Archana R Singh M- +91-9815009753 Email- puradio@pu.ac.in
48.	Satguru Foundation	NGO	Deshbhagat Radio	Satguru Foundation, Sco 181-182, Sector 8 C, Madhya Marg, Chandigarh-160009	Chandigarh	Punjab	Ms. Sangmitra Singh M- +91-7087300255 Email- deshbhagatradio@gmail.com
49.	All India Samaj Sewa Kendra	NGO	Sanjha Radio	B/VI, 1345, Modern Colony, Yamunanagar	Yamuna Nagar	Haryana	Mr. Manmohan Singh M- + 91 8901295709/9095908908/9315342478 Tel- 01732-265709 Email- Manmohansingh_98@yahoo.com Tanusharma683@gmail.com
50.	IIMT Engineering College	Edu	Radio IIMT 90.4	IIMT Engineering College 'O' Pocket, Ganga Nagar, Mawana Road, Meerut	Meerut	Uttar Pradesh	Sugandha Shrotriya M- + 9412321685 Email- radio_director@iimtinda.net sugandha.shrotriya83@gmail.com
51.	J N S Radio	NGO	J N S Radio	Dhanaura	Amroha	Uttar Pradesh	Email - jnsradio@gmail.com
52.	Sharda University	EDU	Suno Sharda 90.8	Radio Studio, 4th Floor, Block III, Sharda University, Plot no. 32/34, Knowledge Park III, Greater Noida	Gautam Buddh Nagar-Noida	Uttar Pradesh	Sonali Srivastava, Ritu Sood and Sachin Gaba, M- + 91 9899684095/9811089787/9716926636, Tel- 0120- 4060205 Email- sonali.srivastava@sharda.ac.in, 90.8fm@sharda.ac.in ritu.sood@sharda.ac.in, sachin.gaba@sharda.a.c.in
53.	National Institute of Open Schooling	EDU	NIOS CR	A- 31, Institutional B- Area, NH 24, C- Sector/62, NOIDA	Gautam Buddh Nagar-Noida	Uttar Pradesh	Inderjeet Singh M- + 91 9868674574 Email- nioscr@nios.ac.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
54.	Graphic Era Educational Society	EDU	Radio zindagee	566/6, Bell Road, Clement Town	Dehradun	Uttarakhand	Sh. Ashish Sharma In-charge of CRS M- + 91-7007182082 +91-9997238744 Email- dir.bmt@gehu.ac.in
55.	Janta Kalyan Sansthan	NGO		Vill & Post Sehara Jalalpur Tahsil/ Bhiti, Ara,	Jaunpur	Uttar Pradesh	M- + 91 9415460194, 05271-211331 Email- tamsa_vinod@rediffmail .com
56.	Shanti Niketan Vidyapeeth	NGO	Radio Nageen	Shanti Niketan Vidyapeeth Vill/ Salarpur Jalalpur 6th Mile Stone Mawana Road Meerut/250001	Meerut	Uttar Pradesh	Mrs. Vinita Jain (Director), Vishal Jain M- + 91 9897311111/7535811111/ 9320877777 Email- vishal@nageen.com
57.	Radio Garhvani	NGO	Radio Garhvani	Jagriti Garhwal Janjagran sanstha Pin- 246149 Distt- Pauri Garhwal	Kotdwara	Uttarakhand	Manish Bhatt (President) M- + 91 9917081123/9528040262 Email- radiogarhvani@gmail.com, jagriti.social.org2000@mail.com
58.	Radio Kanpuriya	NGO	Radio Kanpuriya	110D, A4, Adarsh Nagar, Barra 2, Kanpur Nagar, Uttar Pradesh Pin Code- 208027	Kanpur Nagar	Uttar Pradesh	Head of CRS- Devendra Singh Badhauriya M- + 91 7523900900 /9044904904 Email- Radiokanpuriya@gmail.com
59.	Brajwani CR	EDU	Brajwani CR	Shivpuri Balkedhwar Road Agra 282004 Uttar Pradesh		Uttar Pradesh	Sanjeev Singh M- + 91 7310565556 Email- fmbrajwani@gmail.com
60.	New Green Field University	EDU	NGFU CR	71st K.M. Stone, NH-2, Delhi-Mathura Highway, Vill Aurangabad, Palwal 121102	Palwal	Haryana	Email-radiongfpwl@ngfcet.com radiongfpwl@ngfcet.com sharmayogit@gmail.com
61.	Half Lemon Radio	EDU	Radio Half Lemon	9/69 Raidopur Nayi Basti	Thana Kotwali Azamgah	Uttar Pradesh	Email- Raviazm2010@gmail.com
62.	Radio SD	NGO	Radio SD	Muzzaffarpur Mandi Samiti Road	Muzzaffarpur	Uttar Pradesh	Email- Director.radiosd@gmail.com
63.	Social Common Cause and Evolutionary	NGO	Radio Chetna	Chetna Radio 90.41/262, Nai Abadi, Ward No. 15, Sangaria	Hanuman-garh	Haryana	Sanjay Arya Email - sangariavoic@gmail.co m



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
64.	Dakshini Haryana Sanskritik Manch	NGO	Radio Dakshini Haryana Sanskriti	B/3 Industrial State Nizampur Road City: Narnaul	Mahendragarh	Haryana	Email- dakshiniharyanasanskritik@gmail.com
65.	Swantarta Senani Lokbandhu Ram Murti Pawsey Sewa Nyas Trust	NGO	Radio Dehradun	ITITI Tribal School Vidya Mata Rajrani Marg Vill. Jhajhra, Opp. Vigyan Dham (UCOST) Dehradun 248007 Uttarakhand	Dehradun	Uttarakhand	Email- dehradunradio@gmail.com
66.	Sanskriti Institute of Management and Technology	NGO	Radio Sanskriti	28 Km Stone, NH/2, Chhata, Mathura, Uttar Pradesh-281401	Mathura	Uttar Pradesh	Sachin Gupta Email - d@sanskriti.edu.in, M- + 91 9811326961
CENTRAL AND EAST ZONE							
67.	Dadhi Baman Jew Institute for Social Action	NGO	Radio Muskan	Dadhi baman jew Institute for Social Action At- Masterpada PO- Phulbani Pin code - 762001 City: Kandhamal State: Orissa	Kandhamal	Odisha	Ms. Sibani Suar M- +91-9438245758 Email- radiomuskan@gmail.com
68.	Radio Dhimsa	NGO	Dhimsa radio	Village Chappar Panchayat Umuri Koraput Odisha 764020	Koraput	Odisha	Email- dhimsaradio@sovakoraput.org M- + 91 9954484117
69.	Bhagat Singh Yuva Mandal Baroda Samiti	NGO	Radio Time	186, Ramdwara Fatak Village Bagroda, Teh. Sironj District Vidisha, Madhya Pradesh-464001	Sagar	Madhya Pradesh	Mr. Rabindra Raghuvanshi M- +91-7999543984 Email- ngo.bhagatsingh@gmail.com radiotime90.8@gmail.com
70.	Kushabhau Thakre University of Journalism and Mass Communication	EDU	Radio Samvad	Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya Kathadin, Raipur-492013	Raipur	Chhattisgarh	Mr. Rajendra Mohanty M- +91-9425520352 Email- mohantyrAjendra@gmail.com
71.	Ayodhya Lal Kalyan Niketan	NGO	Radio Rimjhim	Radio Rimjhim, Ayodhya Lal Kalyan Niketan, Banjari More, Near NH-28, Gopalganj-84142	Gopalganj	Bihar	Mr. Kripa Shankar Srivastava M- +91-9852788291 Email- ayodhayalal@gmail.com, radiatorimjhim@gmail.com
72.	Mayur Kala Kendra	NGO	Radio Mayur	Mayur Kala Kendra, Arya Nagar, Imamganj, Chapra, Saran Dist- 841301, Bihar	Saran	Bihar	Mr. Rohit Kumar M- +91-9204236176 Email- mayurkalakendra@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
73.	Sri Radha Krishna Samajik Vikash Sansthan	NGO	Radio Risarch	Sri Radha Krishna Samajik Vikash Sansthan , Rohit Institute of Science & Research, Ganga Kutir, Kankarghat Mor, Lallu Pokahar, Munger 811201	Munger	Bihar	Email- radiorisarchmunger@gmail.com
74.	Snehi Lokotthan Sansthan	NGO	Radio Snehi	Radio Snehi, Snehi Lokotthan Sansthan, Nai Basti Fatehpur, Shiwajee Nagar, Siwan-841226	Siwan	Bihar	Mr. Madhusudan Pandit M- +91-9973180418 Email- radiosnehi@gmail.com; snehingo@rediffmail.com
75.	Vikas Evam Anusandhan Sansthan	NGO	Hamar Radio	Hamar Radio, Vikas Anusandhan Sansthan, Ward No. 13, Satpata, Bishrampur Surajpur-497226	Surajpur	Chhattisgarh	Mr. Viresh Singh M- +91-9926633733 Email- vireshsngh9@gmail.com
76.	Lokhit	NGO	Radio Active	Lokhit, 2nd Floor Sumrit Mandal Complex, Netaji Subash Chandra Bose Road, Tilkamanjhi Bhaglpur 81200	Bhagalpur	Bihar	Mr. Sandeep K Pandey M- +91-9549000911 Email- radioactivebhagalpur@gmail.com
77.	Indian Society of Agribusiness Professionals	NGO	Sironj CRS	Indian Society of Agribusiness Professionals, (ISAP), R-289 A Greater Kailash-I Pin code - 110048 City: New Delhi State: Delhi	Vidisha	Madhya Pradesh	Mr. Jitendra Sharma M- +91-9319969042 Email- Jitenderkumar@isapindia.org; sironjcrs@isapindia.org
78.	Ranchi University	EDU	Radio Khanchi	Director, Community Radio Station, Ranchi University, Near Shaheed Chowk, Morabadi, Ranchi, Jharkhand 834001	Ranchi	Jharkhand	Mr. Anand Thakur M- +91-9835056547 Email- registrar@ranchiuniversity.ac.in radiokhanchi@gmail.com
79.	Nav Jagriti Yuva Mandal	NGO	Radio Jagriti	Radio Jagriti, Nav Jagriti Yuva Mandal Pin code - 825324 City: Giridih State: Jharkhand	Giridih	Jharkhand	Mr. Rajesh Prasad Sharma M- +91-9472720772 Email- diymdabari@gmail.com njymindia@gmail.com; radiojagriti@gmail.com
80.	The Society for Development Alternatives	NGO	Radio Bundhelkhand	The Society for Development Alternatives B-32, Tara Crescent Qutab Institutional Area Pin code - 110016 City: New Delhi State: Delhi	Tikamgarh	Madhya Pradesh	C.P. Niranjan M- 9425141726, 7985821124 Email- radiobundelkhand@devalt.org



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
81.	Development Institute for Scientific Research, Health & Agriculture (DISHA)	NGO	Radio Bulbul	Kazi Mohalla (Mir Sahi), Purana Bazaar, Dist/Post- Bhadrak. Odisha Pin code- 756100	Bhadrak	Odisha	Mr. Mohd. Niyaz M- +91-9040181885 Email- radiobulbul@gmail.com
82.	Devi Kalka Shikshan Evam Sanskratik Prasar Samiti	NGO	Style FM	Director Devi Kalika Sikshan Awam Sanskratik Prashar Samiti C/O Sh. Vinod Sahu's House, Lalouni T-Point (Ti-Raha), Ragar Road, Chhatarpur M.P.471001	Chhatarpur	Madhya Pradesh	Mr. Surendra Gupta M- +91-8871783043 Email- vdksspschhp@gmail.com
83.	People for Animals Jan Kalyan Samiti	NGO	Radio Life	People for Animals Jan Kalyan Samiti, H. No. 132, Royal City, Vidisha, MP.	Sagar	Madhya Pradesh	Mr. Rabindra Raghuvanshi M- +91-7999543984 Email- ngo.pfajks@gmail.com; radiolife90.4@gmail.com
84.	Siksha 'O' Anusandhan University	EDU	SOA CR	Siksha "O" Anusandhan University 224, Dharma Vihar Pin code - 751030 City: Bhubaneswar, District Khordha State: Odisha	Khordha	Odisha	Ms. Honey Pattnaik M- +91-07978080158 Email- soacr@soa.ac.in
85.	Samagra Sikshan Avam Jan Kalyan Sansthan	NGO	Radio Mann	Radio Mann, Samagra Sikshan Avam Jan Kalyan Sansthan (Ssajks) 48, Dhalak Pura Pin code - 464001 City: Vidisha State: Madhya Pradesh	Vidisha	Madhya Pradesh	Mr. Rabindra Raghuvanshi M- +91-7999543984 Email- radiomann90.8@gmail.com
86.	Swami Vivekanand Shiksha Samiti	NGO	Radio Awaaz	M- 20/3A, Saket Nagar	Bhopal	Madhya Pradesh	Email- svssngobpl@gmail.com
87.	Indian Institute of Education and Care (IIEC)	NGO	Radio Surabhi	Radio Surabhi, Indian Institute of Education & Care (IIEC) At-29, Dharma Vihar Po-Khandagiri Pin Code - 751030 City: Khordha State: Odisha	Nayagarh	Odisha	Mr. Shishir Kumar Das M- +91-9437051145 Email- Shisirdas.lic@gmail.com, radiosurabhi8@gmail.com
88.	Association for Integrated Development	NGO	Radio Kisan	Association for Integrated Development At/PO Athantar, PS Balipatna, District Khordha, State: Odisha	Khordha	Odisha	Mr. P K Dutta M- +91-9938703885 Email- aiddutta@gmail.com; radiokissanod@yahoo.co.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
89.	Manbhumi Ananda Ashram Nitayananda Trust	NGO	Radio Mant	68/7 Purna Das Road, Ward: 86 Police Station: Gariahat District: Kolkata State: West Bengal Pin-700029	Purulia	West Bengal	Mr. Nirmalya Mukharji M- +91-8420011313 Email- mant.kolkata@gmail.com
90.	Young India	NGO	Radio Namaskar	Radio Namaskar, You India At/Po Konark Pin code - 752111 City: Puri State: Orissa.	Puri	Odisha	Mr. N A Shah Ansari M- +91-9040904904 Email- youngindia@hotmail.com, radionamaskar@gmail.com
91.	Community Radio of Kalitala Club	NGO	Radio Malda	Radio Malda, Malda District, West Bengal	Malda	West Bengal	Ms. Payal M- +91-9593200556 Email- radiomalda90.4fm@gmail.com
92.	Milan Srijan	NGO	Radio Milan	Milan Srijan Murshed Market, 2 nd Floor P.O.-Amtala, Dist -24 South Parganas Pin Code - 743398 City: West Bengal State: West Bengal	South Parganas	West Bengal	Mr. Milan Chakraborty M- +91-9593200469 Email- milansrijan@gmail.com radiomilan90.4fm@gmail.com
93.	Bunkar Vikas Sanstha	NGO	Chanderi Ki Awaaz	Chanderi Ki Awaaz, Bunkar Vikas Sanstha, Old Bus Stand, Panchar Nagar Colony, Rajghat Road, Chanderi, Ashok Nagar Dist. 473446 Madhya Pradesh	Ashok Nagar	Madhya Pradesh	Mr. Swadesh Samaiya M- +91-9425768634 Email- chanderikiawaaz@gmail.com, crchanderikiawaaz@gmail.com
94.	SOURABHA	NGO	Radio Sanskar	At- Lala Sahi, PO/District- Jagatsinghpur, Odisha. Pin Code- 754103	Khorda	Odisha	Mr. Soumya Rajan Nayak M- +91-9439439082 Email- radiosanskar@gmail.com
95.	Dhenu Chiraiya Lok Seva Sansthan	NGO	Radio Varsha	Rajeev Nagar Ward No.14 Gopalganj Bihar	Gopalganj	Bihar	Mr. Parshuram Prasad Yadav M- + 91 9931872109, 9661327512 Email- yadavprashuramprasad@gmail.com
96.	Dr. C.V.Raman University	EDU	Radio Raman	Dr CV Raman University Kargi Road Kota Bilaspur Chhatisgarh	Bilaspur	Chhattisgarh	Ms Shweta Pandey and Prashant Kumar M- + 91 9098636869/ 0909863686 Email- soniprasanna@yahoo.com sourabhmitra@cvru.ac.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
97.	Adivasi Chetna Shikshan Seva Samiti	NGO	Tantya Bhil Radio	Jhabua	Jhabua	Madhya Pradesh	Benedict Damor M- + 91 9425413600, 07392-245650 Email- ccssjha@hotmail.com
98.	Lok Bikas	NGO	Radio Swaraj	Abhaypur,Siha, Chandikhol, Jajpur, Odisha.	Jajpur	Odisha	Anita Khilar, SK Abdul Safique M- + 91 6371309929, 09437078600 Email- anitakhilar39998@ gmail.com, lokbikash@hotmail.com
99.	Society for Rural Upliftment & Socio/Technological Initiative (SRUSTI)	NGO	Radio Swayam Shakti	Padampur, Khariar Dist:Nuapada Odisha 766107	Nuapada	Odisha	Biswajit Padhi Email- greensrusti@yahoo. com, greensrusti@rediffmail.com M- + 91 9040678904, 09437072910, Tel- 06671-224110, 6671 10
100.	Tirtha Jan Kalyan Avam Samajik Vikas Parishad Samiti	NGO	Radio Sargam	553 Shivcity Ralamandal Indore	Indore	Madhya Pradesh	Ashish Gupta Email- tirthajankalyan@gmail. com M- + 91 9827222191
101.	Shri Krishna Shikshan Lok Parmarth Samiti	NGO	Radio Dastak	89, Vishawavidhyalya Marg, Opp. Madhav Nagar Railway Station	Ujjain	Madhya Pradesh	Sundeep Kulshreshtha M- 9425092124, 9406827000 Email- rd90.8fm@gmail.com, shrikrishnaujjain09@gmail. com
102.	Suprativa	NGO	Radio Hirakhand	Kalyani SOC	Sambalpur	Odisha	Email- supravita.org@gmail. com; radiohirakhand@gmail.com; bikash.mpatra@gmail.com
103.	Maa Purnagiri Mahila Mandal	NGO	Radio Goonj	E/69, Harishankar Puram, Jhansi Road, Near AG Office	Gwalior	Madhya Pradesh	Kriti Singh 7999350655 kratisingh197@gmail.com
104.	Ashiyana	NGO	Radio Sanskar	Jabalpur	Jabalpur	Madhya Pradesh	Raghvendra Patel Email - raghvendrapatel@ gmail.com M- +91 9425357127
105.	Sahyogi Mitra Mandal	NGO	Sahyogi CR	Khasra No. 92, Patwari, Halka no 28, Vipsyana Kendra Road, Om Parisar, Thanod	Durg	Chhattisgarh	Anyapurna Sinha M- + 91 9981022345 Email- shyogicg1972@gmail.c om
106.	People's Cultural Centre (PECUC)	NGO	Peoples's culture centre	Village: Murudabad, Post/ Pithapada, Police Station/ Nischintakoili	Khordha	Odisha	Mrs.Adaramoni Boral Tel- 0674-2382175 Email- pecuc@hotmail.com; pecucindia@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
107.	Sutra Samaj Sevi Sanstha	NGO	Lokvani	Village Funda, Tehsil Patan	Durg	Chhattisgarh	Saurabh Chaubey Tel- 0788-6992010, 7974166255 Email- clcdurg@gmail.com
108.	Prachar Prasar	NGO	Prachar Prasar	Phulparas ,Old NH Camp	Madhubani	Bihar	Rajankumar Jha M- + 91 9811756560 Email- pracharwallas@gmail.com
109.	Jai Santoshi Maa Gram Vikas Samiti	NGO	Radio Guruguna	Jai Santosi Maa Gram Vikas Samiti Village & Post Pagara	Guna	Madhya Pradesh	Sanjeev Sharma M- + 91 9893261595 Email- jaisantoshimaa.jsmgvs@gmail.com,
110.	Janakalyan Pratisthan	NGO	Radio Janavani	At/Sivananda Nagar, Po/ Parlakhemundi, Dist/ Gajapati, PIN/761200, Odisha	Gajapati	Odisha	Durga Madhab Panda M- + 91 9437012921 Email- jkpratisthan@gmail.com
111.	Radio Utkal	NGO	Radio Utkal	Sri Jagannath Nilayam Nuasahi Gandarpur PO College Square Odisha	Nuasahi	Odisha	Email- ussngo2014@gmail.com
112.	Radio Pallibangla	NGO	Radio Pallibangla	Harkulibhanderchak PO PS Moyna Dist Purba Medinipur-721629 West Bengal	Medinapur	West Bengal	Email- Pallibangla91.2@gmail.com
113.	Radio Dhadkan	NGO	Radio Dhadkan	BSNL Extensions	Hoshangabad	Madhya Pradesh	Email- 90.4radiodhadkan@gmail.com
114.	Jai Santosi Maa Gram Vikas Samiti		Radio Santoshimaa	Village & Post Pagara Guna	Guna	Madhya Pradesh	jaisantoshimaa.jsmgvs@gmail.com,

WEST ZONE

115.	Sardar Patel University		Radio Campus	Sardar Patel University, University Road, Vallabh Vidyanagar-388120, Dist. Anand.	Anand	Gujarat	Mr. Paresh Patel M+91-9426394349 Email- patelpare@yahoo.com
116.	Vishwas Dhyan Prabodhini & Research Institute	NGO	Radio Vishwas	Radio Vishwas, Vishwas Dnyan Prabodhini & Research Institute Vishwavishwas Park Sawarkarnagar Gaapur Road. Pin code - 422013 City: Nashik State: Maharashtra	Nashik	Maharashtra	Mr. Hari Vinayak Kulkarni M- +91-8380016512 Email- info@vishwasdyanprabodhini.com, vishwasprabodhini@gmail.com, radiovishwas@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
117.	Blind Welfare Council	NGO	Radio Awaz	Blind Welfare Council, Mandav Road, Opp. Panchmukhi Hanuman Temple, Dahod - 389151	Dahod	Gujarat	Mr. Abbas Kharodawala M- +91-7984395752 Email- bwcdahod@gmail.com; radioawajbwcdahod@gmail.com
118.	Mahila Seva Trust	NGO	Rudino Radio	Mahila Sewa Trust, Thakorebhai Park, Manipur Village, Sansad Taluka, Ahmedabad Dist. 382110	Ahmedabad	Gujarat	Ms. Suneeti M- +91-7573048886 Email- rudi90.4radio@gmail.com; iasew1905@gmail.com
119.	Educational Multimedia Research Centre, Gujarat University	EDU	Radio Guruvani	Educational Multimedia Research Centre, Gujarat University, Navrangpura, Ahmedabad-380009	Ahmedabad	Gujarat	Mr. Chirag Kantilal Chauhan M-+91-9898205233 Email- atsguruvani@gmail.com
120.	Vidya Pratishthan's Instt.of Information Technology	EDU	Vasundhara CR	Vidya Pratishthan's Institute of Information Technology (Viit) Vidyanagari M.I.D.C. Bhigwan Road, Baramati - 413133, Pune Maharashtra	Pune	Maharashtra	Ms. Asha More M- +91-9075197700 Email- director@viitindia.org; vasundharacr@viitindia.org
121.	DRISHTI	NGO	Radio Nazariya	Drishiti, 4th Floor, Misty Chambers, Khanpur, Ahmedabad-380001	Ahmedabad	Gujarat	Mr. Darmyan Drishti M- +91-9412348580 Email- darmyan.drishti@gmail.com; radionazariya107.8@gmail.com
122.	Banaskantha District Kelavani Mandal Palanpur	NGO	Radio Palanpur	Banaskantha District Kelavani Mandal Palanpur 385001 C/O Campus Director G D Modi Vidyasankul Opp. ST Workshop Highway- 385001 Palanpur, Banaskantha District, Gujarat	Banaskantha	Gujarat	Mr. Abhijeet Rathore M- +91-9925393229 Email- radiopalanpur@gmail.com
123.	University of Pune	EDU	Vidyavani CR	Vidya Vani CR, University of Pune, Department of Communication Studies, 2nd Floor, EMRC Building, University of Pune, Ganeshkhanda-411007 Maharashtra	Pune	Maharashtra	Mr. Anand Deshmukh M- +91-9657998734 Email- vidyavanicr@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
124.	Yeralavani Projects Society	NGO	Yeralvani CR	Yerala Projects Society, Yerala Bhawan, Near Tata Petrol Pump Miraj Road, Vishrambag Pin code - 416416 City: Sangli State: Maharashtra	Sangli	Maharashtra	Mr. Uday Godbole M- +91-9523035952 Email- yeralavani91.2@gmail.com; yeralaproject@dataone.com
125.	Mann Deshi Foundation	NGO	Mann Desi Tarang Vahini	Mann Deshi Foundation (Prevoiusly known as Mann Vikas Samajik Sanstha) At Post Mhaswad Tal Mann City: Satara State: Maharashtra	Satara	Maharashtra	Mr. Shivaji Maruti Yadav M- +91-9403704767 Email- crs@manndeshi.org.in
126.	Manav Mangal Vikas Samiti	NGO	FM 24	FM 24, Titu Market, Sohna Tauru Road, Bhiwadi, Alwar, Rajasthan- 301019	Alwar	Rajasthan	Ms. Chitra Sharma M- +91-9079064441 Email- fmbhiwadi@gmail.com
127.	National Welfare Society	NGO	Radio Vatsagulm	National Welfare Society Patani Chowk Pin code - 444505 City: Washim State: Maharashtra	Washim	Maharashtra	Mr. Irfan A Sayyad M- +91-9822046488 Email- radiovatsagulm@gmail.com
128.	Akola College of Journalism	EDU	Radio Cotton City	Akola College Of Journalism At Post Shegaon Pin code - 444005 City: Buldhana State: Maharashtra	Buldhana	Maharashtra	Mr. G S Borkar M- +91-9423852035 Email- gsborkar@hotmail.com; 90.4fmradi@gmail.com
129.	Krishi Vigyan Kendra	KVK	Sharada Krishi Vahini	Agricultural Development Trust, Kvk Baramati, Krishi Vigyan Kendra, Malegaon Colony Sharada Nagar, Baramati Pin code - 413115 City: Pune State: Maharashtra	Pune	Maharashtra	Mr. Sunil Sudhakar Shirshikar M- +91-9422519189 Email- shardaradiobmt@gmail.com
130.	Snehalaya	NGO	Radio Nagar	Snehalaya, F-239, MIDC, Near Shree Tiles Chowk, Ahmednagar, Maharashtra 414111	Ahmednagar	Maharashtra	Mr. Devashish Shedge M- +91-88044486 Email- radionagar@snehalaya.org, info@snehalaya.org, snehadhar@snehalaya.org



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
131.	MGM's College of Journalism & Mass Media	EDU	Radio MGM	MGM's College of Journalism & Mass Communication Mahatma Gandhi Mission Campus, N-6, CIDCO, Aurangabad, Maharashtra 431003	Aurangabad	Maharashtra	Ms. Rekha Sherke M- +91-8308833898 Email- radiomgm908@gmail.com mgm_college_of_journalism@yahoo.com; radiomgm908@gmail.com
132.	India International Institute of Management	EDU	Radio Seven	International School of Informatics & Management Technical Campus, Formerly India International Institute of Management, Sector 12, Mahaveer Marg, Mansarovar, Jaipur 302 020.	Jaipur	Rajasthan	Ms. Shilpi Goswami M- +91-9887252888 Email- shilpi.goswami@icfia.org
133.	All India Society for Advance Education & Research	NGO	Radio Alwar	All India Society for Advance Education and Research, North Extn, Mia, Alwar 301030 Rajasthan	Alwar	Rajasthan	Prof. Alpana Bishnoi M- +91-8619113639 Email- radioalwar@gmail.com
134.	Social Work & Research Centre (Barefoot College)	NGO	Radio Tilonia	Barefoot College Tilonia Village Tilonia Pin code - 305816 City: Ajmer State: Rajasthan	Ajmer	Rajasthan	Ms. Aarti Devi M- +91-6375119209 +91-9425026541 Email- tilonia.radio@gmail.com; bunker.roy1@gmail.com; barefootcollege@gmail.com
135.	Dayal Foundation for Agriculture & Rural Development	NGO	Radio Kisanvani Deeg	Radio Kisanvani, Dayal Foundation for Agriculture & Rural Development, Hanumanji Sadan, Near Manav Bharti School, Nemda Gate, Bharatpur, Rajasthan- 321001	Bharatpur	Rajasthan	Mr. Pramod Kumar Sharma M- +91-9414427054 Email- dayalfoundation.btp@gmail.com
136.	Kamalnishtha Sansthan	NGO	Kamalvani CR	Kamalnishtha Sansthan, Village and Post- Kolsia Tehsil Nawalgarh, District- Jhunjhunu, Rajasthan. 333042	Jhunjhunu	Rajasthan	Dr. D P Singh M- +91-9413366451 Email- drdp91@gmail.com; kninfo91@gmail.com; kamalvanicrs@gmail.com
137.	Vaagdharma	NGO	Vaagdharma CR	Vaagdharma Opposite Bvb School, Near Amardeep Nagar Khandu Colony. Pin code - 327001 City: Banswara State: Rajasthan	Banswara	Rajasthan	Mr. Jayesh Joshi M- +91-9414102643 Email- radio@vaagdharma.org; jjoshi@vaagdharma.org;



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
138.	Arogya Health Care Research Sansthan	NGO	FM Sikar	Shastri Nagar, Rani Sati Road word no 26 Sikar, Rajasthan, 332001	Sikar	Rajasthan	Mr. Surender Mathur M- +91-9460910904 Email- fmsikar90.4@gmail.com; sanjeevanihospitalsikar@gmail.com
139.	Prajapita Brahma Kumaris Iswariya Vishwa Vidhlaya	NGO	Radio Madhuban	Prajapati Brahma Kumaris Ishwariya Vishwa Vidyalaya, Akash Mahal Near Gyan Sarovar, Mount Abu, Sirohi 307001 Rajasthan	Sirohi	Rajasthan	Mr. Rohit Gupta M- +91-9414082425 Email- info@radiomadhuban.in
140.	Radio Rajasthan	NGO	Radio Rajasthan	F 61, Industrial Area Jaipur Road,	Sikar	Rajasthan	M- + 91 7073963753 Email- radiatorajasthan@gmail.com
141.	Sasneha Kala Krida Sanskritik Mandal	NGO	Green CRS	Krida Sanskritik Mandal Basement Shiv Pavilion, Ram Mandir Chowk, Sangli Miraj Road, Sangli.	Sangli	Maharashtra	Mrs Roopa R. Patil M- + 91 9823093598, 0233-2322102 Email- greenradio90.4@gmail.com, Sasneha_Mandal@yahoo.co.in, ms.archanagokave@rediffmail.com
142.	Nisarg Mitra Gram Vikas Shikshan Sanstha	NGO	Radio Wardha	Gokuldham, Sainagar Raod Ramnagar, Wardha	Wardha	Maharashtra	AJAY TIGAONKAR M- + 91 9766320212 Email- radiowardha@gmail.com
143.	Radio Manbhavan	EDU	Radio Manbhavan	M J College Jilha Peth Jalgaon 425001 Maharashtra	Jalgaon	Maharashtra	Amol Deshmukh Email- manbhavanradio@gmail.com
144.	Jayoti Vidyapeeth Women's University	EDU	Jayoti Vani	Jayoti Vidyapeeth Women'S University Vedant Gyan Valley, Village Jharna Mahala Jobner Link Road, Jaipur-Ajmer Expressway, Pin code - 303007 City: Jaipur State: Rajasthan	Jaipur	Rajasthan	Ms. Mini Mathur M- +91-9001096031 Email- registrar@jvwu.ac.in; jvwuni@yahoo.com; research@jvwu.ac.in
145.	RIT University	EDU	Radio Sugar	RIT Campus Rajaramnagar Block Walva Dist	Sangli	Maharashtra	Email- radiosugar@ritindia.edu
146.	Sardar Vallabh Bhai Patel Rashtriya Ekta Trust Statue of Unity Swagat Sthal	NGO	Radio MSSV	Opposite Parking Area, Kevadia, Narmada District, Gujarat - 393151	Namada	Gujarat	Shri Sandeep Kumar, IAS M- = + 91 79-23252356 079-23252608 Email- mssvpret@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
147.	Shree Chaitanya Shikshan Prasarak Mandal	EDU	Mango CR	458 E Shop No 6 Vijay Apartment Shahu Road Near Venus Corner	Kolhapur	Maharashtra	Email- mangofmcrcs@gmail.com
148.	Vedagrani Kala aiwam Sanskritik Sansthan	NGO	Radio V1	Opposite Town Hall, Manpura Colony, Collectorate Road Jalore	Jalore	Rajasthan	Madhu Sharma, Chairman 9950289710 vedagrani1gmail.com
SOUTH ZONE149.							
149.	Coastal Educational Society	NGO	Radio Neythal	Radio Neythal, Karmasadan, Allapey. 688001	Alappuzha	Kerala	Fr. Xavier M- +91-944654489 Email- fr.xavierka@gmail.com; radioneythal@gmail.com
150.	Rathinam College of Arts & Science	EDU	Radio Rathinavani	Rathinam College Of Arts & Science (Autonomous),Rathinam Techzone Campus, Pollachi Road, Eachanari, Coimbatore, Tamil Nadu, India - 641021.	Coimbatore	Tamil Nadu	Mr. Mukesh Mohankumar M- +91-8248303235 Email- mukesh.fm@rathinam.in
151.	SARATHI	NGO	Sarathi Jhalak	Saarathi, No 29, Upstairs, 28Th Cross 9Th Main, Monotype Banashankari 2nd Stage Pin code - 560070 City: Bangalore State: Karnataka	Bangalore Rural	Karnataka	Ms. Shamantha D S M- +91-9845536979 Email- shamanthads@gmail.com; sarathijlk@gmail.com
152.	Vivekananda Vidyavardhaka Sangha	NGO	Radio Panchajanya	Vivekananda Vidyavardaka Saha, Puttur (R), Nehru Nagar, Puttur-574203	Dakshina Kannada	Karnataka	Mr. Venkatesh M- +91-9844474703 Email- radiopanchajanya@gmail.com
153.	Narayana Hrudyalaya School of Nursing	EDU	Radio Namma Naadi	No. 258/A, Bommasandra Industrial Area Anekal Taluk, Bangalore, Karnataka - 562 158	Bangalore Rural	Karnataka	Mr. Varuna K S M- +91-9008931691 Email- varuna.ks@narayanahealth.org; community.radio@narayanahealth.org
154.	Mar Athanasios College for Advanced Studies	EDU	Radio Macfast	Radio Macfast 90.4, Macfast Campus, Thukalassery, Thiruvalla. Pin: 689101 Pathanamthitta (Thiruvalla)	Pathanamthitta	Kerala	Mr. Sumesh Kumar K S M- +91-9446034422 Email- principal@macfast.org, radiomacfast@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
155.	St Joseph College of Communication	EDU	Radio Media Village	St. Joseph College of Communication, Kurisummoodu PO Chaanacherry Pin code - 686104 City: Kottayam State: Kerala	Kottayam	Kerala	Fr. Jophy Puthenparambu M- +91--9447968033 Email- mail@radiomediavillage.com
156.	Ahalia International Foundation	NGO	Radio Ahalia	Ahalia International Foundation, P.B No.120 P O Kozhipara City: Palakkad State: Kerala- 678001	Palakkad	Kerala	Mr. Ratheesh T M- +91-9744153417 Email- radio@ahalia.in
157.	Wayanad Social Service Society	NGO	Radio Mattoli	Wayanad Social Service Society P.B.No :16, Mananthavady Pin code - 670645 City: Wayanad State: Kerala	Wayanad	Kerala	Fr. Bijo Thomas Karukappally M- +91-9446034422 Email- radiomattoli@gmail.com
158.	Academic & Technical Education Development Society (ATEDS)	NGO	Radio Janvani	Academic and Technical Education Development Society Post Office Building, New Mahe (PO) Pin code - 673311 City: Kannur State: Kerala	Kannur	Kerala	Mr. Nirmal Mayyazhi M- +91-87144490000 Email- janvanifm@gmail.com
159.	DC School of Management & Technology	EDU	Radio DC	D.C School of Management And Technology D.C. Kizhakemuri Edam G.S Street Pin code - 686001 City: Kottayam State: Kerala	Kottayam	Kerala	Mr. Saji Kumar P M- +91-9846518971 Email- radiopgme.cord.tvm@dcschool.net; sajikumarpothencode@gmail.com
160.	Sri Vishnu Engg. College for Women	EDU	Radio Vishnu	Sri Vishnu Engg. College for Women, Vishnupur, Bhimavaram-534202, West Godavari Andhra Pradesh	West Godavari	Andhra Pradesh	Mr. Hanuma Prasad Kaligotla M- +91-9845536979 Email- radiovishnu@gmail.com
161.	Anna University	EDU	Anna CR	Anna Community Radio Anna University Pin code - 600025 City: Chennai State: Tamil Nadu	Chennai	Tamil Nadu	Mr. Arul Aram M- +91-9789072466 Email- annacommunityradio@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
162.	MOP Vaishnav College for Women	EDU	MOP CR	M.O.P Community Radio Station 107.8 Mhz FM, M.O.P Vaishnav College for Women, No: 20, IV Lane, Nungambakkam High Road, Chennai / 600034, Tamilnadu, India	Chennai	Tamilnadu	M.THANGAVEL Email- contact@esec.ac.in, principal@erode- sengunthar.ac.in M- + 91 -9443213746, Tel- 04294-232701, 04294-232702
163.	Malireddy Charitable Trust	NGO	Radio Ala	Radio Ala, 2nd Floor, Boggavarapu Municipal Complex, Beside Theatre Mayuri, Cinema Road, Kakinada - 533001	East Godavari	Andhra Pradesh	Ms. K Satya M- +91-9248040968 Email- radioala90.8f.m@gmail.com; mc trust@live.in
164.	Sister Niveditha Society	NGO	Radio Manjeera	4-5-73/65, Om Shanti Marg, Near Malkapur X Road, Medak, Telangana 502001	Medak	Telangana	Mr. Jagdishwar Yadav M- +91-9440881067 Email- sangareddy.bk@gmail.com radiomanjeera@gmail.com
165.	Integrated Development Organisation	NGO	Radio Guru	Plot No 302, 3Rd Floor, Iron Shop Raju Complex, Main Road, Kodad, Nalgonda - 508206	Nalgonda	Telangana	Mr. Venkatesh M- +91-9642838736 Email- idoindia@gmail.com
166.	Loyola College	EDU	Loyola FM	Loyola College, Nuambakkam, Chennai-600034, Tamil Nadu	Chennai	Tamil Nadu	Ms. Ezhil Selvaraj M- +91-9642838736 Email- ezhilselvaraj3@gmail.com loyolafm107.4@gmail.com
167.	Madurai District Tank Farmers Federation	NGO	Vayalaga Vanoli	Madurai District Tank Farmers Federation W5/565, Mdcc Bank First Floor, Trichy Road, Kottampatti, Melur Taluk Pin code - 625103 City: Madurai State: Tamil Nadu	Madurai	Tamil Nadu	Mr. J Mohan M- +91-9943295985 Email- vayalagavanoli@gmail.com
168.	Holy Cross College	EDU	Holy Cross FM	Holy Cross College (Autonomous) Teppakulam Post, Tiruchirappalli State: Tamil Nadu 620002	Thiruchirappalli	Tamil Nadu	Ms. Shirley Deepak M- +91-9944457909 Email- holycross_communityradio@yahoo.com, hcctrichyin@yahoo.co.in; hccr90.4@gmail.com
169.	Kongu Engineering College	EDU	Kongu CR	Kongu Engineering College, Perundururai Perundururai Pin code - 638052 City: Erode State: Tamil Nadu	Erode	Tamil Nadu	Mr. S Maheswaran M- +91-9842811344 Email- kongucr@gmail.com; kongucrs@kongu.ac.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
170.	Imam Shafi (RAM) Matriculation Higher Secondary School	EDU	Adirai FM	Imam Shafi (Rah) Matriculation Higher Secondary School. Pattukkottai Road Adirampattinam Pin code - 614701 City: Thanjavur State: Tamil Nadu	Thanjavur	Tamil Nadu	Mr. Kannan M- +91-8667428947 Email- 904@adiraim.in; adirai.fm@gmail.com
171.	Nesakkarangal Charitable Trust	NGO	Kadal Osai	Kadal Osai, No.42 East Tank Road Opp. To Chennai Trade Centre Pin code - 600089 City: Nandambakkam Distt Chennai State: Tamil Nadu	Ramanathapuram	Tamil Nadu	Ms. Gayathri Usman M- +91-9940959358 Email- nesakkarangalcharitabletrust@yahoo.com; kadalosaifmad@gmail.com
172.	Vanitha Jyoti Mahila Sangam	NGO	VJMS Awaaz	44/2, Sri Sainagar, Saroornagar (Mndl), Balapur(Village), Ranga Reddy (Dist), Hyderabad, Telangana 500005	Hyderabad	Telangana	Ms. Khamar Rahaman M- +91-8885000815 Email- khamarrahman32@gmail.com, khamarrahman@gmail.com
173.	Sri Sankara Arts and Science College	EDU	Sruthi CRS	Sri Sankara Arts and Science College, Pin code - 631 561 City: Enathur, Kanchipuram, State: Tamil Nadu	Kanchipuram	Tamil Nadu	Dr. Balachandar R K M- +91-9597402340 Email- admin@sankaracollege.edu.in; sruthicrs90.8@gmail.coms
174.	Child Guidance Centre	NGO	Radio CGC	Child Guidance Centre, H.No. 9/22/7/1, Swarna Nagar, NTPC Road, Ghatkesar. Medchal District. Telengana	Medchal	Telangana	D. Rajani, M. Janne Rose Kumar M- + 91 8367675467, 040-64575467 Email- hallowgc@yahoo.com
175.	SRMAB		Namma Nadi	Bangalore		Karnataka	
176.	Manipal Academy of Higher Education	EDU	Radio Manipal	Radio Manipal , Manipal Institute of Communication , Press Corner, Manipal	Udupi	Karnataka	Mr Shyama Bhat .K M- + 91 9481753711 Email- shyamabhatk@gmail.com ,radio.manipal@manipal.edu ,shyambhat.mic@manipal.edu
177.	Sharnbasveshwar College of Science	EDU	Antarvani CRS	ANTARVANI CRS 90.8FM GULBARGA Godutai Doddappa Appa Arts & Commerce Degree College of Women SB Temple Road, Lalgeri Cross, Gulbarga Karnataka / 585103	Gulbarga	Karnataka	Dr.Shivaraj M- + 91 9448882050, 09663466710, 08472-273556 08472-220835 Email- antarvanicrs@yahoo.co.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
178.	Sri Manakula Vinayagar Engineering College	EDU	Radio Nila	Madagadipet	Puducherry	Puducherry	0413-2641151 nila_crs@sify.com
179.	PGP College of Engineering & Technology	EDU	PGP CR	NH 44, Karur Main Road, PGP College Campus	Namakkal	Tamil Nadu	D.S.Arunkumar M- + 91 9789072466, 9840252685, 044-22358213, 044-22300105, 044-22300106 pgpradio@gmail.com
180.	St. Aloysius College	EDU	Radio Sarang	St Aloysius College, PB 720, Kodialbail, Mangalore / 575003	Dakshina Kannada	Karnataka	Dr Melwyn Pinto M- + 91 8861758170 Email- radiosarang@gmail.com
181.	Community and Rural Development Society	EDU	Radio Ranjan	Santosh Nagar	Guntur	Andhra Pradesh	Email- info@radianjancards.org M- + 91 7386927386
182.	Gokaraju Rangaraju Institute of Engineering and Technology	EDU	Pragnya CR	Gokaraju Rangaraju Institute of Engineering & Technology Nizampet Road, Bachupally, Kukatpally Hyderabad/ 500090, Telangana State, India	Medchal	Telangana	Dr.Y.Butchi Raju M- + 91 9849039569, 08919618456, 040-65864441 040-65864440 Email- pragnyafm@gmail.com
183.	Radio Sphoorty		Radio Sphoorty		Kurnool	Andhra Pradesh	Prakash Reddy M- + 91 9700881889 Email- Prakashreddy27@gmail.com
184.	JSS College of Arts, Commerce & Science	EDU	JSS college	Ooty Road	Mysore	Karnataka	Prof. M. Mahadevappa, Tel- 0821- 2548236&2548380 Email- jssautonomous@gmail.com Jsscr91.2@gmail.com
185.	The Mysore Resettlement and Development Agency	EDU	Radio Namma Dhwani	# 166, Budikote Village and Post, Bangarapete Taluk, Kolar District, Karnataka – 563 114	Kolar	Karnataka	Hemanth, Shivashankar; M- + 91 9019484861, 0944992049, 08153-256999 Email- nammadhwanicmrc@gmail.com myradakam@gmail.com
186.	Radio Siddhartha	NGO	Radio Siddhartha		Tumkur	Karnataka	Email- Sulochana.suguna798@gmail.com radiosiddhartha@Live.in
187.	Shri Dharamsthala Manjunatheshwara College	EDU	Radio Ninada	SDM College Ujie	Dakshina Kannada	Karnataka	Bhaskara Hegde, M- + 91 9448911926, 09686392283, Tel- 08256 - 236101 08256-236488 Email- radioninada@gmail.com



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
188.		NGO	Radio Jandhwani			Karnataka	janadhwani@svym.org.in ningarajucrs@svym.org.in
189.	Bishop Benziger Hospital	EDU	Radio Benziger	Bishop Benziger Hospital (Campus), Beach Road, Kollam / 691 001	Kollam	Kerala	Fr. Ferdinand Pete M- + 91 9744722299 Email- radiobenziger@gmail.com
190.	Radio Shivamogga	NGO	Radio Shivamogga	Kodachadri Integrated Development Society No 70/1 Rathnakara Nagara Opp University of Agricultural & Horticultural Sciences Shivamogga 577204	Shivamogga	Karnataka	Email- Guruprasad. balkrishna@gmail.com
191.	Radio Nammur Banuli	NGO	Radio Nammur Banuli	The Women's Welfare Society MM Extension Rukmini Nagar Belagavi	Belagavi	Karnataka	Email- wwsbelgaum@gmail.com
192.	EGS Pillay CRS 90.0	NGO	Radio EGS Pillay	Old Nagore Road Theithi Village- 610002	Nagapattinam	Andhra Pradesh	Email- ceo@egspec.org
193.	KLE Academy of Higher Education and Research	EDU	KLE Venudhwani	JNMC Campus Nehru Nagar	Belagavi	Karnataka	Email- venudhwani@gmail.com
194.	Arasu CR	NGO	Arasu CR	Thiruvisanallur Chennai Main Road Thanjuvar District	Kumbakonam	Tamilnadu	Email- arasufm@aec.org.in
195.	Radio Kochi	EDU	Radio Kochi	St Teresa's College Campus 3 rd Floor A Block, Park Avenue Road	Ernakulam	Kerala	Email- radiokochifm@gmail.com
196.	Pudhugai FM91.2 CR	EDU	Radio Pudhugai CR	TNSRO, Plot No. 39, Koodal Nagar Rajagopalapuram Post Pudukkottai- 622003	Pudukkottai	Tamilnadu	Email- Pudhugaifm91.2@gmail.com M- + 91 9952886637
197.	BWDA	NGO	Radio BWDA	Bullock-Cart Workers Development Association (BWDA) 858 East Pandy Rd Pin code - 605602 City: Viluppuram State: Tamil Nadu	Villupuram	Tamilnadu	Email- Askok.a@bwda.org.in



S. No.	Name of the Organisation	Category	Name of the CR	Address	District	State	Contact Person
198.	GMR Institute of Technology	NGO	Radio GMR	2nd Floor, ECE Department Building, Rajam	Srikakulam	Andhra Pradesh	G. Manmadha Rao M- + 91 9494641717, Tel- + 91 8941-251592, 93 Extn173/120 Email-community.radio@gmrit.org
199.	Amal Jyothy College of Engineering	NGO	Radio Amal Jyothi	Kanjirapally P O	Kanjirapally	Kerala	Email- Radio90@amaljyothi.ac.in M-+ 91 8138909064
200.	Kidney Fedration of India	NGO	Hello Radio	1 st Floor, Pallithamam Shopping Complex, Karunakaran Nambiar Road, North Busstand -680020	Thrissur	Kerala	Email- rakash Reddy Helloradio908@gmail.com M- + 91 9895609493



TABLE 1: ZONE-WISE LIST OF BROADCAST TIMINGS AND RANGE

Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
North East Zone	Radio Jnan Taranga	Assam	7.00 am, 10.15 am 12.15 pm, 3.30 pm	30 km
	Radio Bhramaputra	Assam	9.30 am, 10.25 am, 11.30 am, 3.45 pm, 6.30 pm	15-20 km
	Radio Nongin	Manipur	Several times between 7 am and 8 pm	30 km
	Radio FEEDS	Manipur	9.00 am, 10.15 am, 11.30 am, 1.00 pm, 2.20 pm, 3.00 pm	15 km
	Friends CR	Tripura	8.00 am, 10.00 am, 7.00 pm, 9 pm	15 km
	Radio Kanchenjunga	Sikkim	6.30 am, 7.45 am, 11.30 am, 1.30 pm, 4.00 pm	12-15 km
North Zone	Kisan FM	Uttar Pradesh	6.00 am, 7.50 am, 11.50 am, 3.30 pm, 6.30 pm	15-25 km
	Radio Sharda	J&K	8.00 am, 10.15am, 4.00 pm, 5.15 pm, 7.35 pm	7-10 km
	Vivek CRS	Punjab	10 am, 11.50 am, 1.00 pm, 7.00 pm, 8.10 pm	15-30 km
	Waqt ki Awaaz	Uttar Pradesh	6-7 times in different slots	10-12 km
	Kuthar Radio	Himachal Pradesh	7.00 am, 8.25 am, 9.00 am, 2.30 pm, 4.30 pm	15-30 km
	Hamara Mspicm CRS	Himachal Pradesh	8.10 am, 9.10 am, 10.30 am, 12.30 pm, 4.30 pm	25-30 km
	Radio Gunjan	Himachal Pradesh	7.15 am, 8.25 am, 11.45 am, 1.30 pm, 3.30 pm	15-20 km
	Radio Manav Rachna	Haryana	6.10 am, 7.30 am, 9.50 am, 3.45 pm, 5.50 pm	8-12 km
	Gurgaon Ki Awaaz	Haryana	8.05 am, 9.50 am, 3.30 pm, 5.45 pm, 7.30 pm	25-30 km
	Radio Mind Tree	Haryana	6.00 am, 7.45 pm. 3.30 pm, 5.30 pm, 9.00 pm	12-15 km
	Radio Pragya	Uttar Pradesh	7.50 am, 8.45 am, 9.45 am, 11.50 am, 3.45 pm, 5.45 pm	30 km
	Radio Gorakhpur	Uttar Pradesh	8.00 am, 9.55 am, 12.30 pm, 2.30 pm, 5.50 pm, 7.40 pm	8-12 km
	Radio Mewat	Haryana	Several times between 8 am and 8.30 pm	15-30 km
	Radio Alfaz-e-Mewat	Haryana	8.00 am, 10.45 am, 11.45 am, 1.00 pm, 4.00 pm, 6.45 pm	15 km
	Voice of Azamgarh	Uttar Pradesh	6.15 am, 8.45 am, 11.00 am, 6.30 pm, 8.00 pm	30 km
	Salaam Namaste	Uttar Pradesh	7.20 am, 9.50 am, 11.45 am, 4.50 pm, 8.10 pm	15-30 km
	Radio Budaun	Uttar Pradesh	8.00 am, 10.45 am, 11.55 am, 3.50 pm, 8.00 pm	25 km
	Lalit Lokvani	Uttar Pradesh	7.00 am, 8.45 am, 4.00 pm, 6.50 pm, 8.00 pm	15-20 km



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	FM Alive	Uttar Pradesh	7 am, 9.45 am, 5.55 pm, 8.30 pm	15 km
	Kumaon Vani	Uttarakhand	8.00 am, 10.50 am, 3.30 pm, 7.50 pm, 8.50 pm	20 km
	Pantnagar Janvani	Uttarakhand	9.00 am, 11.30 am, 3.30 pm, 5.30 pm, 7.30 pm	25 km
	Hello Haldwani	Uttarakhand	7.15 am, 9.45 am, 11.30 am, 5.30 pm, 8.00 pm	25-30 km
	Radio Kabir	Uttar Pradesh	6.45 am, 8.50 am, 3.30 pm, 5.45 pm, 7.30 pm, 9.15 pm	15-30 km
	Radio Noida Lok Manch	Uttar Pradesh	7.15 am, 9.00 am, 10.45 am, 3.45 pm, 7.40 pm, 9.00 pm	12-15 km
	Mandakini ki Awaj	Uttarakhand	6.15 am, 9.00 am, 10.50 am, 6.30 pm	8-12 km
	Radio Gorakhvani	Uttar Pradesh	7.00 am, 8.50 am, 3.30 pm, 5.45 pm, 7.30 pm	25-30 km
	Radio Ambedkarnagar	Uttar Pradesh	7.20 am, 9.15 am, 4.45 pm, 6.50 pm, 9.15 pm	15-30 km
	Dehradun Radio	Uttarakhand	6.30 am, 8.30 am, 12.00 pm, 3.30 pm, 5.00 pm	8-12 km
	Henvalvani CR	Uttarakhand	6.30 am, 2.00 pm, 5.30 pm, 7.00 pm	20-25 km
	Radio khushi	Uttarakhand	8.00 am, 10.00 am, 3.30 pm, 7.45 pm	15-20 km
	Radio Chitkara	Punjab	7.10 am, 9.30 am, 3.00 pm, 7.30 pm, 9.00 pm	15-25 km
	NGF Radio	Haryana	8.00 am, 10.30 am, 3.30 pm, 5.45 pm, 7.50 pm	15 km
	Radio Aravali	Haryana	Jingle every hour	30 km
	Apna Radio	Haryana	4 times between 8.00 am and 7.00 pm	15-25 km
	City FM	Uttar Pradesh	7.00 am, 1.30 pm, 7.00 pm, 9.00 pm	8-10 km
	KC Community Radio	Punjab	7 times between 7.00 am and 8.30 pm	15 km
	Radio Punjab	Punjab	6.45 am, 3.30 pm, 7.45 pm, 9.15 pm	15-30 km
	Radio Jyotirgamaya	Punjab	7.00 am, 9.00 am, 3.30 pm, 4.55 pm, 7.00 pm	30 km
	Deshbhagat Radio	Punjab	7.00 am, 9.30 am, 3.15 pm, 5.55 pm, 8.50 pm	15 km
	Sanjha Radio	Haryana	9.00 am, 11.50 am, 3.50 pm, 7.00 pm, 8.30 pm	30 km
	Radio IIMT 90.4	Uttar Pradesh	6 times between 9.00 am and 7.00 pm	12-15 km
	Radio Noida 107.4 FM	Uttar Pradesh	6.50 am, 8.30 am, 2.30 pm, 5.30 pm, 8.15 pm	25-30 km
	Apna Radio	Uttar Pradesh	8.15 am, 10.45 am, 3.00 pm, 5.00 pm, 6.45 pm	12-15 km
	Suno Sharda 90.8 FM	Uttar Pradesh	Jingle every two hours from 8.00 am	12-15 km
	Radio JNS	Uttar Pradesh	7.00 am, 1.30 pm, 4.00 pm, 5.45 pm, 7.45 pm	15 km
	NIOS CRS	Uttar Pradesh	8.00 am, 9.45 am, 10.45 am, 1.30 pm, 6.00 pm	25-30 km
	Radio Zindagee 90.8	Uttarakhand	6.15 am, 9.00 am, 11.15 am, 3.00 pm, 7.30 pm	12-15 km



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	DHSM	Haryana	7.30 am, 9.00 am, 11.00 am, 4.00 pm, 7.30 pm	12-15 km
	Janta Kalyan Sansthan	Uttar Pradesh	7.00 am, 9.00 am, 4.45 pm, 6.00 pm, 8.45 pm	15-25 km
	Radio Loudspeaker	Uttar Pradesh		15 km
	Radio Nageen 107.8fm	Uttar Pradesh	Several times between 7.45 am and 8.30 pm	12-15 km
	Radio garhvani fm 90.8mhz	Uttarakhand	6.50 pm, 10.00 am, 12.00 pm, 3.45 pm, 8.00 pm	25-30 km
	Radio Kanpuriya	Uttar Pradesh	7.10 am, 9.00 am, 2.30 pm, 5.50 pm, 7.45 pm	12-15 km
	Brajvani CR	Uttar Pradesh	7.30 am, 8.45 am, 4.00 pm, 7.45 pm	15 km
Central & East Zone	Radio Samvad	Chhattisgarh	6.30 am, 9.00 am, 5.00 pm, 7.00 pm	15 km
	Radio Rimjhim	Bihar	6.00 am, 8.30 am, 4.00 pm, 6.45 pm, 8.30 pm	20 km
	Sardar Vallabh Bhai Patel Rashtriya Ekta Trust	Gujarat	5 times between 8.00 am and 7.00 pm	15-30 km
	Radio Mayur	Bihar	9.00 am, 11.30 am, 2.30 pm, 4.30 pm, 8.30 pm	25 km
	Radio Risarch	Bihar	6.50 am, 8.30 am, 4.00 pm, 6.30 pm	25-30 km
	Radio Snehi	Bihar	9.00 am, 11.00 am, 4.30 pm, 7.30 pm, 9.00 pm	25-30 km
	Hamar Radio	Chhattisgarh	6.00 am, 8.10 am, 3.45 pm, 7.30 pm	25-30 km
	Radio Active	Bihar	10.00 am, 12.00 pm, 3.00 pm, 4.40 pm	12-15 km
	Radio Time	Madhya Pradesh	6.00 am, 9.35 am, 5.45 pm, 7.30 pm	25 km
	Radio Jhambu	Madhya Pradesh	7.00 am, 10.00 am, 4.00 pm, 6.15 pm	12-15 km
	Sironj CRS	Madhya Pradesh	7.15 am, 1.00 pm, 3.30 pm, 7.00 pm	15-20 km
	Radio Khanchi	Jharkhand	7.30 am, 10.00 am, 3.30 pm, 5.45 pm, 7.30 pm	12-15 km
	Radio Jagriti	Jharkhand		25-30 km
	Radio Bundhelkhand	Madhya Pradesh	8.00 am, 10.00 am, 11.30 am, 4.00 pm, 6.45 pm	20-25 km
Radio Bulbul	Odisha	7.00 am, 8.45 am, 10.00 am, 4.45 pm	15 km	
Style FM	Madhya Pradesh	9.00 am, 11.30 am, 4.30 pm, 7.30 pm	25 km	



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	Radio Life	Madhya Pradesh	6.30 am, 9.00 am, 5.00 pm, 7.00 pm	15-20 km
	SOA CR	Odisha	8.00 am, 10.30 am, 3.30 pm, 7.00 pm	25-30 km
	Radio Mann	Madhya Pradesh	7.30 am, 5.30 pm, 7.45 pm, 9.15 pm	50 km
	Radio Surabhi	Odisha	Several times between 7.30 am and 7.00 pm	25 km
	Radio Kisan	Odisha	Between 7.00-11.00 am, 2.00-4.00 pm, 6.00-10.00 pm	10-15 km
	Radio Mant	West Bengal	7.00 am, 8.30 am, 9.15 am, 3.30 pm, 5.25 pm	15 km
	Radio Namaskar	Odisha	6.30 am, 8.00 am, 10.45 am, 7.00 pm, 8.30 pm	15 km
	Radio Muskan	Odisha	8.00 am, 10.30 am, 2.30 pm, 5.00 pm	25 km
	Radio Dhimsa	Odisha	7.30 am, 10.00 am, 12.30 pm, 5.00 pm, 8.30 pm	15-20 km
	Radio Milan	West Bengal	7.00 am, 9.15 am, 3.00 pm, 5.00 pm, 7.00 pm	15 km
	Chanderi Ki Awaaz	Madhya Pradesh	6.55 am, 9.20 am, 2.30 pm, 5.30 pm, 9.00 pm	25 km
	Radio Sanskar	Odisha	7.00 am, 10.00 am, 4.00 pm, 7.30 pm, 9.00 pm	15-20 km
	RADIO VARSHA	Bihar	8.00 am, 10.30 am, 4.45 pm, 7.00 pm, 9.15 pm	12-15 km
	Radio Raman	Chhattisgarh	6.45 am, 8.45 am, 3.30 pm, 7.00 pm, 9.00 pm	25-30 km
	Tantya Bhil RADIO	Madhya Pradesh		25 km
	Radio Swaraj	Odisha	8.00 am, 11.00 am, 2.50 pm, 5.00 pm, 7.00 pm	25-30 km
	Radio Dhadkan	Madhya Pradesh	7.30 am, 9.15 am, 6.30 pm and 8.30 pm	15 km
	Radio Swayamshakt	Odisha	10.00 am, 3.30 pm, 4.45 pm, 6.30 pm, 8.45 pm	25 km
	Radio Sargam	Madhya Pradesh	6.30 am, 9.00 am, 4.30 pm, 7.45 pm	15-20 km
	Radio Dastak 90.8	Madhya Pradesh	8.00 am, 9.45 pm, 7.00 pm, 8.00 pm	12-15 km
	Radio Hirakhand	Odisha	8.30 am, 11.30 am, 3.30 pm, 5.50 pm, 8.00 pm	15 km
	Radio Goonj 90.8 MHz	Madhya Pradesh	6.50 am, 8.45 am, 2.30 pm, 6.45 pm, 8.30 pm	12-15 km
	Sahyogi Radio	Chhattisgarh	7.00 am, 9.00 am, 11.00 am, 5.00 pm, 7.30 pm	15-20 km



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	People's Cultural Centre (PECUC)	Odisha	8.30 am, 9.50 am, 6.00 pm, 8.30 pm	15 km
	Radio Guru Guna	Madhya Pradesh	7.15 am, 10.30 am, 5.00 pm, 7.00 pm	12-15 km
	Radio Janavani	Odisha	6.50 am, 9.00 am, 3.45 pm, 7.30 pm, 9.00 pm	20 km
West Zone	Radio Campus	Gujarat	10.00 am, 12.00 pm, 2.00 pm, 4.00 pm	15 km
	Radio Vishwas	Maharashtra	9.00 am, 11.00am, 2.30 pm, 4.45 pm	25 km
	Vedagrani Kalaa aiwam Sanskritik Sansthan	Rajasthan	8.00 am, 10.20 am, 3.15 pm, 5.15 pm, 6.30 pm	15 km
	Radio Awaz	Gujarat	8.10 am, 9.50 am, 11.55 am, 3.35 pm, 5.50 pm	15-20 km
	Rudino Radio	Gujarat	7.00 am, 9.30 am, 2.30 pm, 5.30 pm	25 km
	Vasundhara CR	Maharashtra	6.00 am, 9.55 am 5.45 pm, 6.55 pm, 9.00 pm	15 km
	Radio Nazariya	Gujarat	9.00 am, 10.30 am, 2.30 pm, 5.50 pm, 8.45 pm	15-20 km
	Radio Palanpur	Gujarat	7.10 am, 8.50 am, 4.00 pm, 6.45 pm, 8.50 pm	8-10 km
	Yeralvani CR	Maharashtra	6.30 am, 8.30 am, 5.50 pm, 6.45 pm, 8.15 pm	25 km
	Mann Desi Tarang Vahini	Maharashtra	6.45 am, 8.30 am, 3.50 pm, 7.00 pm	12-15 km
	Radio Rajasthan	Rajasthan	7.20 am, 8.00 am, 9.15 am, 4.00 pm and 7.00 pm	12-15 km
	FM 24	Rajasthan	8.30 am, 9.30 am, 3.30 pm, 5.30 pm, 8.00 pm	8-10 km
	Radio Vatsagulm	Maharashtra	7.00 am, 10.00 am, 5.30 pm, 7.45 pm, 9.00 pm	15-20 km
	Radio Cotton City	Maharashtra	6.15 am, 8.30 am, 7.30 pm	10 km
	Sharada Krishi Vahini	Maharashtra	8.45 am, 9.50 am, 4.35 pm, 6.55 pm, 9.00 pm	8-10 km
	Radio Nagar	Maharashtra	Several times between 6.00 am to 10.00 am, 4.00 pm to 7.00 pm	12-15 km
	Radio Seven	Rajasthan	9:30 to 11:30	10 km
	Radio Alwar	Rajasthan	7.20 am, 9.00 am, 5.00 pm, 9.00 pm	15-20 km
	Radio Kisanvani Deeg	Rajasthan	6.20 am, 9.00 am, 12.00 pm, 5.00 pm, 7.30 pm	12-15 km
	Kamalvani CR	Rajasthan	6.00 am, 11.00 am, 3.00 pm, 5.00 pm	25 km
Manav Mangal Vikas Samiti	Rajasthan	Several times between 8.30 am and 6.30 pm	15-20 km	
Radio Tilonia	Rajasthan	8.50 am, 10.00 am, 3.30 pm, 6.45 pm, 8.30 pm	25-30 km	
Vaagdhara CR	Rajasthan	9.00 am, 10.30 am, 4.45 pm, 7.00 pm, 9.00 pm	8-10 km	



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	FM Sikar	Rajasthan	Several times between 8.00 am and 9.00 pm	15-30 km
	Radio Madhuban	Rajasthan	8.10 am, 10.00 am, 3.30 pm, 6.10 pm, 7.50 pm	15-20 km
	Jayoti Vani	Rajasthan	7 am, 8.30 am, 4.00 pm, 6.15 pm	15 km
	Green CRS	Maharashtra	8.00 am, 9.30 am, 4.00 pm, 6.00 pm, 8.00 pm	8-10 km
	RADIO Wardha	Maharashtra	8.00 am, 10.30 am, 3.30 pm, 6.45 pm, 9.00 pm	20 km
	Biyani Shikshan Samiti	Rajasthan	6.45 am, 7.50 am, 5.50 pm, 8.15 pm	8-10 km
	Radio Manbhavan	Maharashtra	8.30 am, 10.45 am, 3.50 pm, 8.50 pm	12-15 km
South Zone	Radio Neythal	Kerala	6.50 am, 9.30 am, 5.00 pm, 6.00 pm, 8.30 pm	15-20 km
	Radio Rathinavani	Tamil Nadu	8.00 am, 10.30 am, 3.00 pm, 5.30 pm, 7.00 pm	10 km
	Sarathi Jhalak	Karnataka	7.10 am, 10.00 am, 4.50 pm, 6.50 pm, 8.30 pm	25-30 km
	Radio Panchajanya	Karnataka	9.00 am 11.30 am, 3.30 pm, 7.10 pm	15 km
	BWDA Community Radio	Tamil Nadu	9.00 am, 10.45 am, 4.00 pm, 7.00 pm, 9.00 pm	15-30 km
	Radio Namma Naadi	Karnataka	8:25 am, 1.20 pm 5.25 pm	12 km
	Radio Macfast	Kerala	9.00 am, 10.30 am, 4.45 pm, 8.15 pm, 9.15 pm	15-20 km
	Radio Beziger	kerala	9.15 am, 11.00 am, 4.00 pm, 6.00 pm	12-15 km
	Radio Media Village	Kerala	9.00 am, 11.00 am, 3.30 pm, 7.40 pm	25 km
	Radio Ahalia	Kerala	7.30 am, 10.00 am, 11.50 am, 3.00 pm, 7.00 pm	25 km
	Radio Mattoli	Kerala	7.00 am, 9.30 am, 12.45 pm, 4.45 pm	15 km
	Radio Janvani	Kerala	8.30 am, 10.00 am, 4.45 pm, 7.30 pm	8-10 km
	Radio DC	Kerala	6.50 am, 8.45 am, 2.30 pm, 7.00 pm, 9.00 pm	12-15 km
	Radio Vishnu	Andhra Pradesh	7.20 am, 9.00 am, 6.30 pm, 8.45 pm	8-10 km
	Anna CR	Tamil Nadu	8.00 am, 10.00 am, 3.30 pm, 5.50 pm, 8.00 pm	20 km
	Radio Ala	Andhra Pradesh	7.45 am, 10.45 am, 4.45 pm, 7.40 pm	15 km
	Radio Guru	Telangana	Several times between 8.00 am and 7.00 pm	25 km
	Loyola FM	Tamil Nadu	7.00 am, 8.00 am, 3.55 pm, 8.00 pm	15 km
	Vayalaga Vanoli	Tamil Nadu	6.55 am, 8.30 am, 3.45 pm, 7.00 pm	25 km



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	Holy Cross FM	Tamil Nadu	8.10 am, 9.50 am, 7.30 pm, 9.15 pm	8-10 km
	Kongu CR	Tamil Nadu	11.00 am, 1.00 pm, 7.30 pm	15-30 km
	Adirai FM	Tamil Nadu	7.00 am, 8.45 am, 3.30 pm, 4.45 pm, 6.30 pm	20 km
	Kadal Osai	Tamil Nadu	7.15 am, 9.00 am, 3.00 pm, 4.45 pm, 9.00 pm	15 km
	VJMS Awaaz	Telangana	8.30 am, 10.45 am, 4.45 pm, 5.50 pm, 8.00 pm	8-10 km
	Radio Manjeera	Telangana	6.30 am, 10.00 am, 3.00 pm, 5.30 pm, 8.00 pm	15 km
	Sruthi CRS	Tamil Nadu	Several times between 7.00 am to 11.00 am, 4.30 pm to 8.00 pm	25-30 km
	Shree Ramana Maharishi Academy for the Blind	Karnataka	7.10 am, 9.00 am, 12.00 pm, 7.30 pm, 9.15 pm	15 km
	Radio Manipal	Karnataka	9.00 am, 11.45 am, 3.45 pm, 6.55 pm	15-30 km
	Radio Ranjan (CARDS)	Andhra Pradesh	7.30 am, 8.55 am, 4.00 pm, 6.45 pm, 9.15 pm	15-20 km
	JSS College of Arts, Commerce & Science	Karnataka	8.45 am, 11.30 am, 4.00 pm, 6.50 pm, 7.55 pm	25 km
	Radio Nammadhvani	Karnataka	7.45 am, 9.55 am, 3.30 pm, 6.15 pm	15 km
	Radio Siddhartha	Karnataka	7.00 am, 9.00 am, 3.00 pm, 5.00 pm, 8.00 pm	12-15 km
	Radio Ninada	Karnataka	8.15 am, 11.30 am, 5.50 pm, 7.30 pm, 9.00 pm	15-20 km
	Radio Janadhvani	Karnataka	8.10 am, 10.15 am, 4.00 pm, 7.45 pm	25 km
	Radio Shivmogga	Karnataka	6 am, 7.45 am, 4.45 pm, 7.30 pm	15km
	Radio Sphoorty	Andhra Pradesh	6.45 am, 8.30 am, 4.50 pm, 6.45 pm, 9.00 pm	20 km
	Radio CGC	Telangana	8.00 am, 9.55 am, 3.45 pm, 5.55 pm, 7.45 pm	15-20 km
	Radio Pragnya	Telangana	6.45 am, 9.00 am, 10.30 am, 3.00 pm, 7.00 pm	15 km
	Sri Venkateswara Oriental College	Andhra Pradesh	7.30 am, 8.45 am, 5.30 pm, 7.45 pm	8-10 km
	Radio Sarang	Karnataka	6.00 am, 10.00 am, 12.30 pm, 5.45 pm	25-30 km
	GMR Institute of Technology	Andhra Pradesh	7.00 am, 9.30 am, 3.45 pm, 6.30 pm, 8.00 pm	12-15 km
	Radio Auro Yojna	Tamil Nadu	8.00 am, 9.45 am, 3.30 pm, 4.50 pm, 8.00 pm	20 km



Zone	Name of the CRS	State	Broadcast Timings (8th June 2022 to 21 June 2022)	Range (km)
	Antarvani CRS	Karnataka	6.45 am, 9.00 am, 4.30 pm, 6.30 pm, 8.00 pm	15-20 km
	Sri Manakula Vinayagar Engineering College	Puducherry	6.50 am, 9.15 am, 4.30 pm, 6.45 pm, 8.00 pm	15-20 km
	MOP Vaishnav College for Women	Tamil Nadu	7.00 am, 10.00 am, 2.30 pm, 5.50 pm, 8.30 pm	20 km
	PGP Community Radio	Tamil Nadu	6.45 am, 8.00 am, 2.00 pm, 5.00 pm, 7.30 pm	15 km
	Radio Kotagiri	Tamil Nadu	9.00 am, 11.40 am, 3.00 pm, 5.00 pm, 6.45 pm	15-20 km
	Bol Hyderabad	Telangana	8.10 am, 9.30 am, 3.30 pm, 7.30 pm	15 km
	Sakthi Medical trust	Tamil Nadu	7.00 am, 9.55 am, 10.30 am, 3.30 pm	15 km

GALLERY



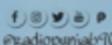



Dil Diyan Gallan

Dr Rajiv Mehta

Rj Naiya in conversation with Dr Rajiv Mehta (Ayurvedic officer Punjab Govt. and Yoga Instructor), about International yoga day.

5-7pm | Radio Punjab

 @radiopunjab90.0

Rj Naiya






Sardar Patel University
 Vallabh Vidyanagar
 celebrates
International Yoga Day
 with
Yogacharya Shri Swar Joshi
 ON
21ST JUNE 2022
6:30 AM (IST)


 Chief Patron
 Prof. Niranjan P Patel
 Hon. Vice Chancellor


 Yogacharya
 Shri Swar Joshi

All citizens are invited to join!
**Venue: Humanities Ground, Sardar Patel University,
 Vallabh Vidyanagar**




सुनिए
“योग दिवस”


पर खास कार्यक्रम रेडियो आईआईएमटी 90.4 एफएम पर
21 जून शाम 6 बजे

मुख्य अतिथि
श्री योगी बवलू ठाकुर
 (राजस्थान योग संस्थान)



@radio.iimt90.4 | www.iimtu.com | 0121-2793500-506 | 9997089170





SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar



International Yoga Day

All citizens are invited to join!

Venue: Humanities Ground, Sardar Patel University,
Vallabh Vidyanagar

Prof.(Dr.) Niranjan Patel
I/C Vice-chancellor

21st JUNE 2022
6:30AM(IST)



યરોતરની વિવિધ સંસ્થાઓમાં આંતરરાષ્ટ્રીય યોગ દિવસની ઉજવણી કરાઈ

<p>પૂ. મહંત સ્વામી દ્વારા યોગાસન</p>  <p>સ્વામીજીનામણા આઠાઠામણા સંનૈ, મહંતો દ્વારા યોગ દિવસની ઉજવણી કરવામાં આવી હતી. પૂ. મહંત સ્વામી મહાશયે વિવિધ યોગ ક્રમોને અનુભવે કોરોના પુણી પાટી હતી. યોગમનુ નિવામમય અને સ્વસ્થ કુચલમને મહત્વ મહંત સ્વામી મહાશયે સમજાવ્યું હતું.</p>	<p>એસ.વી.આઈ.ટી., વાસદ</p>  <p>ચાર્ટર્ડ સુનિવર્સિટી, યાંગા</p> 	<p>મા.આ.કેન્દ્ર, સુંદલપુરા</p>  <p>શ્રી ચાર. કે. પરીજ આર્ટસ એન્ડ સાયન્સ કોલેજ, પેટલાદ</p> 	<p>સ્પેક, એજ્યુકેશન કેમ્પસ</p>  
<p>સલુણ વૈદ્યનો હૃલ્લો, સલુણ</p> 	<p>પેટલાદ અર્બન હેલ્થ સેન્ટર</p> 	<p>ગોહુલધામ, નાર</p> 	<p>શ્રીમતી કે. ડી. પટેલ વિદ્યામંદિર ગાના</p> 
<p>ભાઈચેલ સ્વ. કેસરબા પ્રા. શાળા</p> 	<p>કલકાલ શૈઠ એમ. આર. હાઈસ્કૂલ</p> 	<p>કપડવંચ સરકારી આયુર્વેદ હોસ્પિટલ અને પ્રાથમિકા બહુકુમારી ઇન્કરીય વિશ્વવિદ્યાલય</p> 	<p>બી.એન.પટેલ પેરામેડિકલ, આણંદ</p> 
<p>બી.એન.પટેલ ઇન્સ્ટીટ્યુટ, આણંદ</p> 	<p>પી.એમ.પટેલ કોલેજ કેમ્પસ</p> 	<p>ઝેડ.એસ.જી. હાઈસ્કૂલ, સારસા</p> <p>સરસ, તા. ૨૩ જાન્યાર ૩૧મણી મેંડય મેંડયોલ, સરસા ઝો. નેક. કે. હાઈસ્કૂલ પાને આંકારાસુત્ર વોર ટિકાલી ઉપજાવી કરવામાં આવી. જેમાં સવાળા બાલક શિક્ષાલેન પીઠીલેન પોવ દાસ વોનનું આઈલેન કરવામાં આવ્યું હતું.</p> <p>જેમાં સવાળી પોવેલ ૯ થી ૧૨ની ૨૪૩ વિષાદીનીઓ ઉપલિન ૨૪૩ સી. સાવાળ ટિકા આઈલે અને બોલે સેવજ આવાઈલેન સીવાલેન આઈ. પોવ ઉપલિન સવા હવા. મેને સીને મેકરપ મેવદાથી સીની આવાર મનને હતી.</p>	<p>પી.સી.ભટ્ટ મુકબદિર વિદ્યાલય, સોણાજી</p> 
<p>એચ.એલ.પટેલ હાઈસ્કૂલ, સામરખા</p> 	<p>મહિલા જાગૃતિ સંગઠન, આણંદ</p> 	<p>ક્રિકિયન કોલેજ ઓફ એજ્યુ., આણંદ</p> 	<p>અંબે માતા મંદિર, અગાસ</p> 
<p>શ્રી સ્વામી વિવેકાનંદ વિદ્યાવિહાર, નડીઆદ</p> 	<p>જિહ્વા જેલ, નડીઆદ</p> 	<p>(અનુસંધાન પાન ૮ નું ચાલુ.....)</p> <p>આજેનું વિચાર્ણ... અને ૨૫, ૨૬ મુજ આઠો કાલક મણી અનકરી કરાઈ છે. જેથી સારાસી હાઈ જીડેન બોલ મેડુલની સારુલકની મેન આવાઈલે. આ આ સમય વેદમાં હા આવા સવાલવલ અને જે છે તે મીકા તાર સારાદ આવા આઈલેન જુલેને મહાવ જોવા મળે છે. જુલવાર મોડી રવે સારાદ ના આવામન સાર સારીવનોને સારી અને આવાસથી સલ મળી છે.</p> <p>આજેનું સોલવા પુર્વે કિલક ઉપલિન, અધીન પોલિ પાને નીવાસવાળા કિલકોમાં મેકાર હાઈ જીડેન સારાસી મહાઈ આઈ જીડેન હવા. મહાઈ સારાદ આઈ સરલક મુલ મુલ કિલકોમાં જુલ પોવ હવા. જેને કરાવે કરેલાં નામા-મેકેર સવાલવલેન મુલેવી પીલેની અને હા હાઈલે વલેનો જીલ કરવા સોવાની મુજ ઉલવા પામી હતી. જેને સવાલ-ન સવાલમાં સારવા સુલકી વનવાળાં સારાસી પાલે કરારી જવા વાલવાવાનો મહાવાલ હવા. સવાલેન અને નીન આવાળા પાલે કોલે કિલક અને કરાવે હોવા કાઈ આવાઈલેન કિલક કરારી આવાઈલેન સવાલ કેલાં કરાવે સવાલ જીલ કેલાં સવાલ આવાળા પાલે કરારી પેરમેન સવાલેન પોવ આવાળા, આવાળા-આવાળા હોવા આવાઈલેન જુલવા સવાલે સવાલેની હવા પી છે.</p>	





THROUGH COMMUNITY RADIO
Project for the International Day of Yoga 2022

CEMCA



सत्यमेव जयते
Ministry of Ayush
Government of India



INTERNATIONAL YOGA DAY 2022

Sl. No.: _____

Data Collection Date:	
Name of the community radio station:	
Name of the participant:	
Phone Number:	
E-mail ID:	

Do tick mark whichever is applicable

Items/Questions	Response
Gender	
• Male	
• Female	
• Transgender	
Age (in years)	
• Less than 15	
• 15-25	
• 26-35	
• 36-45	
• 46-55	
• 56-65	
• More than 65	
Locality	
• Urban	
• Rural	
• Semi-Urban	
Occupation	
• Govt Service	



Items/Questions	Response
• Business	
• Agriculture	
• Teaching	
• Student	
• NGO/Private Service	
• Home maker/House wife	
• Others	
• Not working	
Who told you about the yoga CYP course?	
• Community Radio	
• Peer Group	
• Community Radio Staff	
• Facebook/WhatsApp/Other social media	
• Any other:	
• Not applicable	
Will you recommend this yoga CYP Course to others?	
• Yes	
• No	
• Not applicable	



Do tick mark whichever is applicable

Items/Questions	Response
Which device did you use to access the course(s)	
• Mobile Phone	
• Laptop/PC	
• Not applicable	
Registration number of the participant (if enrolled for the course)	
What will be your plan after doing the course	
• Become a regular yoga Practitioner	
• Do further courses and become a yoga instructor	
• None of the above	
• Did not enrol in the course	
Do you practice yoga regularly?	
• Yes	
• No	
Do you have a yoga centre near you?	
• Yes	
• No	
Would you like to practice yoga if have a trained yoga instructor?	
• Yes	
• No	
• Maybe	
Thank You for Your Participation	





JINGLE FOR IDY-2022 PROMOTION

Topic:	YOGA
Duration:	35 seconds
Format:	Radio Jingle-1

Jingles: सपना ये साकार हो...
घर-घर में योग हो...
स्वस्थ सारा संसार हो...
आओ करें सब योग...
(चेंज ओवर म्यूज़िक)

वीओ: रोज़ सुबह 45 मिनट योग करने से बीमारियों दूर रहती हैं
और आप स्वस्थ रहते हैं

वीओ: योग एक ऐसा विज्ञान है जो शारीरिक और मानसिक
स्वास्थ्य के साथ-साथ अध्यात्मिक विकास के लिए
बहुत उपयोगी है

Jingle: आओ करें सब योग

वीओ: आयुष मंत्रालय, भारत सरकार द्वारा जनहित में जारी



Topic:	YOGA
Duration:	40 seconds
Format:	Radio Jingle-2

Jingles: एक से भले दो, दो से भले चार...
बात तब बने, जब योग करे पूरा परिवार...
जब स्वस्थ हो तन
शांत हो मन....शांत हो मन...
खुशहाल बने सबका जीवन.....

(चेज ओवर म्यूज़िकि)

वीओ: रोज़ सुबह 45 मिनट योग करने से बीमारियों दूर रहती हैं
और आप स्वस्थ रहते हैं

वीओ: जी हां, केवल 45 मिनट के रोज़ाना योग से दिमाग रहता है चुस्त,
मन दुरुस्त, और शरीर तंदुरुस्त, वो भी बिना किसी खर्चे के।
भारत के इस विज्ञान को अब दुनियाभर के लाखों लोगों ने
माना है...

Jingle: आप भी योग अपनाईये, और अपने परिवार को भी कराईये।
आयुष मंत्रालय, भारत सरकार द्वारा जनहित में जारी।

वीओ: आयुष मंत्रालय, भारत सरकार द्वारा जनहित में जारी



Topic	YOGA WORKING FOR PROFESSIONALS
Duration	38 seconds
Format	Radio Jingle-3

वीओ: कॉर्पोरेट जॉब्स में घंटों बैठना और स्ट्रेस होना
बड़ी आम सी बात बन गयी है.....

(चेंज ओवर म्यूज़िक)

Jingle: दफ्तर में करके लगातार 8 घंटे काम
पीठ-कमर का हो जाता काम तमाम
करते-करते काम हो जाते हम बेहाल
हो जाती ढीली हमारी चाल

वीओ: आयुष मंत्रालय ने निकाला है इसका बेहतरीन समाधान

Jingle: इससे बचने का है एक उपाय
आओं, जीवन में योग अपनाएं
आयुष मंत्रालय ने बनाया App एक
नाम है उसका Y-break

Jingle: 5 मिनट में करे काम
गायब हो जाये सारी थकान
तो कसि बात का लेना लोड
फोन में कर लो Y break download

वीओ: आयुष मंत्रालय, भारत सरकार



Topic	YOGA FOR WOMEN
Duration	35 seconds
Format	Radio Jingle-4

- Jingle:** बीपी, शुगर और हाइपरटेंशन
योग से हटाओ इनका टेंशन
(चेंज ओवर म्यूज़िक)
- वीओ:** बहुत हुआ काम, अब खुद का रखो ध्यान
- Jingle:** कभी ऑफिस, कभी घर का स्ट्रेस
अब योग करेगा लाइफ रिफ्रेश
क्यों होती हो यूँ frustrate
योग करेगा हर दिन मोटीवेट
(चेंज ओवर म्यूज़िक)
- वीओ:** जब आप रहेंगी स्वस्थ, तो घर भी रहेगा स्वस्थ
(चेंज ओवर म्यूज़िक)
- Jingle:** अपने लिए निकालो वक़्त
करो योग रहो स्वस्थ
चिंतामुक्ति और फ्रेशनेस की चाबी
योग तो है बहुत लाभकारी
- वीओ:** 21 जून को है इंटरनेशनल डे ऑफ़ योगा
तन-मन की ताज़गी के लिए योग अपनाना होगा
- वीओ:** आयुष मंत्रालय, भारत सरकार



Topic:	YOGA FOR KIDS
Duration:	40 seconds
Format:	Radio Jingle-4

Jingle: करो योग, रहो निरोग...करो योग, रहो निरोग
रोज़ाना अब सुबह उठेंगे
योग से दिन को शुरू करेंगे
(चेंज ओवर म्यूज़िक)

वीओ: लेकिन भला क्या उससे होगा...

Jingle: कंसंट्रेशन और फोकस बढ़ेगा, पढ़ाई में इंटरेस्ट बढ़ेगा

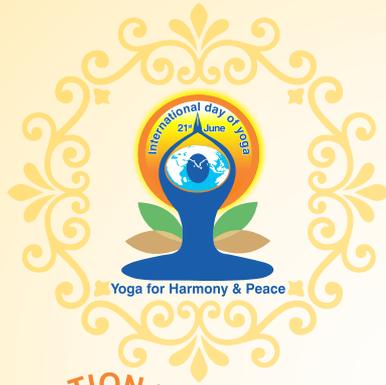
वीओ: स्कूल और ट्यूशन की थकान
हो जाती हूँ बड़ी परेशान

Jingle: नहीं होगी कोई टेंशन
जब हर रोज़ करेंगे मेडिटेशन

Jingle: जन-जन में करो इसका प्रचार
फैलाओ ये सुविचार

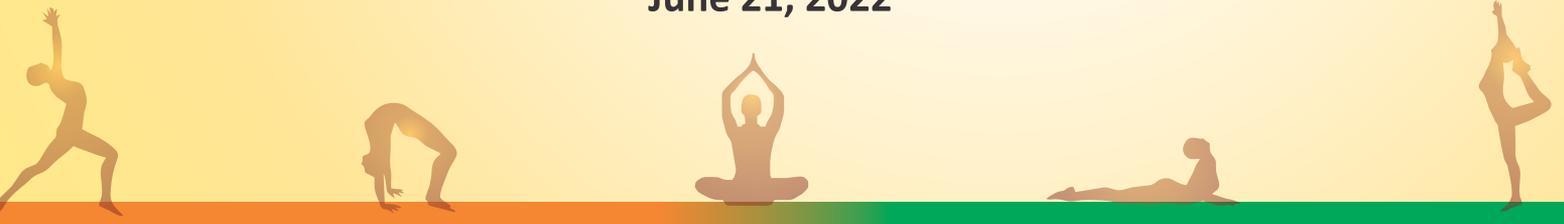
वीओ: आयुष मंत्रालय, भारत सरकार





INTERNATIONAL Day Of
Yoga
2022

YOGA FOR HUMANITY
June 21, 2022



Ministry of Ayush
Ayush Bhawan
GPO Complex, B Block,
Barapullah Rd, INA Colony,
New Delhi, Delhi 110023
Website: www.ayush.gov.in

Director
Morarji Desai National Institute of Yoga
68, Ashoka Road
Near Gole Dak Khana
New Delhi-110001
Website: www.yogamdniy.nic.in

Director
Commonwealth Educational Media
Centre for Asia
7/8 Sarvpriya Vihar
New Delhi -110016
Website: www.cemca.org