



आयुष मंत्रालय
Ministry of AYUSH
Government of India



YOGA

for well-being
through Community
Radio Stations





YOGA

**for well-being
through Community
Radio Stations**

A project for the
**International Day of
Yoga 2021**

Supported by
**Ministry of Ayush
Government of India**

Commonwealth Educational Media Centre for Asia (CEMCA) New Delhi

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Project Team:

Dr Manas Ranjan Panigrahi, Senior Programme Officer (Education), CEMCA.

Ms Monica Sharma, Programme Assistant, CEMCA.

Mr Nittin Paul Mathew, Project Coordinator, IYD 2021 Project sponsored by Ministry of AYUSH, New Delhi

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 Sushil Kumar Tanwar, 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>

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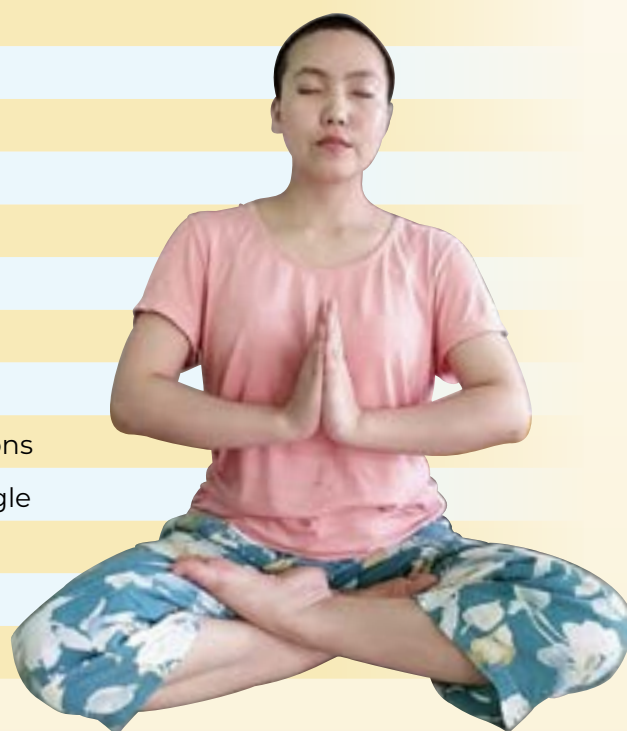
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Acronyms

AYUSH	Ayurveda Yoga & Naturopathy Unani Siddha Homeopathy
CEMCA	Commonwealth Educational Media Centre for Asia
CLP	Community Learning Programme
COL	Commonwealth of Learning
CRS	Community Radio Station
CYP	Common Yoga Protocol
IDY	International Day of Yoga
IEC	Information Education and Communication
IP	Introduction Programme
ISM&H	Indian Systems of Medicine and Homeopathy
MDNIY	Morarji Desai National Institute of Yoga
MIB	Ministry of Information and Broadcasting
SPAC	Self-Practice, Assessment and Certification
UN	United Nations
YAP	Yoga Appreciation Programme
YCB	Yoga Certification Board
YS	Yoga <i>Sadhana</i>

Message



Dr. Ishwar V. Basavaraddi
Director

मोरारजी देसाई राष्ट्रीय योग संस्थान

आयुष मंत्रालय, भारत सरकार
६८, अशोक रोड, गोल दाक खाना के करीब, नई दिल्ली - ११०००१
MORARJI DESAI NATIONAL INSTITUTE OF YOGA
Ministry of AYUSH, Govt. of India
68, Ashok Road, Near Gole Dak-khana, New Delhi - 110 001

Dated 18/08/2021

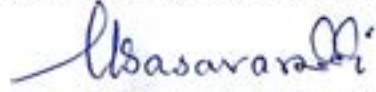
MESSAGE

I am very happy to know that Commonwealth Educational Media Centre for Asia (CEMCA), successfully completed an extensive project assigned by Ministry of Ayush, Government of India to promote Yoga through Radio stations in India. This project was conducted with an aim to reach every nook and corner of our country to create awareness about Yoga for health and wellbeing through Community Radio.

In the current scenario, as the world is on the road to recovery from a deadly pandemic—lending greater focus on public health, preventive Therapies, and personal hygiene. Integrating Yoga practice and philosophy in our day to day life, helps to improve our quality of life and develop immunity. The selected pranayama practices make it a comprehensive intervention to manage COVID-19 infection. Regular 15 -20 minutes of deep breathing practice helps to improve the quality of sleep which is very crucial in determining immunity.

The Ministry of Ayush, Govt. of India has collaborated with CEMCA to observe IDY-2021 and to carry out this project for over 4 months (April 2021 to July 2021) and co-ordinated with Community Radio Stations. The Community Radio Stations had done a commendable job to carry out this project because of its huge reach in the rural areas of the country. The efforts put in by the Community Radio Stations and their staff, successfully carried out the project during the tough times of COVID-19 pandemic is appreciable.

I hope this publication will provide an insight about the use of Common Yoga Protocol by common people all over the country thereby its promotion at the grass root level. I take this opportunity to thank everyone involved in bringing out this project report. I extend my warm greetings and facilitation to CEMCA and all stakeholders involved in this project.


(Dr. Ishwar V. Basavaraddi)



Preface

In 2014, the United Nations proclaimed 21st June as International Yoga Day. The day aims to raise awareness worldwide of the many benefits of practicing yoga. The theme of Yoga Day 2021 was ‘Yoga for well – being’- how the practice of Yoga can promote the holistic health of every individual (<https://www.un.org/en/observances/yoga-day>).

In the past years, The Ministry of AYUSH (MOA), Government of India (GoI), in association with the Morarji Desai National Institute of Yoga (MDNIY), has been organizing the Common Yoga Protocol (CYP) which aims to promote and disseminate the knowledge and practice of Yoga, among the general public, at the national level.

This year, the Common Yoga Protocol went Online. The 24-day CYP course developed by MDNIY team included safe self-practices to improve physical, mental, emotional, and spiritual health of the masses. The objective of the course was to reach many community members, especially in remote localities, and create awareness regarding the role of yoga in health and well-being. The course commenced in April 2021 and MDNIY provided You Tube Links to those who enrolled themselves in the course.

To reach to the large population in the country, the CYP was promoted through Community Radio Stations. CEMCA supported MOA in engaging 125 CRS for this campaign. On the International day of Yoga, the live broadcast of DD's yoga programme reached around 12,00,000 listeners as per the information gathered by CRS.

We sincerely appreciate the assistance contributed by Ministry of AYUSH, specially to Mr. Vikram Singh, Director MOA and his team. I appreciate their willingness to support CEMCA in implementing the project and for involving Community Radio Stations of India.

A very special thanks to Dr. Ishwar V. Basavaraddi, Director MDNIY. He and his technical team created the videos, informed about YouTube links and posted them on Facebook and MDNIY Website.

CRS were instrumental in completion of this project. I acknowledge the contribution of each Station for their best understanding of the project and encouraging community to enrol in the CYP and complete the course. There was lockdown during the project period, but still the staff members of the CRS did their best to reach to the community.

Without the extraordinary support of my colleagues from CEMCA, this project could not have been completed. My gratitude to each one of them.

I hope this report will create a knowledge base in use of Community Radios to reach to sizable number of unreached people in rural areas.

Madhu Parhar
Director, CEMCA
August 2021





Executive Summary

YOGA

is a set of physical, mental, and spiritual practices and disciplines. It is a major philosophical school of thought. Yoga has possibly been in practice in India since the pre-Vedic era and it is an integral part of the country's rich tradition and culture. June 21 has been 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, Shri 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, was formed on November 9, 2014. It ensures the optimal development and propagation of AYUSH systems of healthcare. Its 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, promotion, and coordination of 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 and a Common Yoga Protocol, with

the help of the Morarji Desai National Institute of Yoga. It was promoted through community radio stations (CSRs) 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. A crucial and extensive project was assigned to CEMCA by the Ministry of AYUSH, Government of India, 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 regarding the role of yoga in health and well-being; it also encouraged people to enrol in MDNIY's 24-day Online Yoga Course (Common Yoga Protocol) and become yoga volunteers.

The project was conceptualized by the Ministry of AYUSH in March 2021 and it started in April 2021. It covered over three months till June 2021. Post-project procedures and report collection continued till the end of July 2021.

The Yoga Project is based on the following objectives:

- Using CSRs as an effective tool to reach out to the people, especially in rural and remote areas of the country.
- Spreading awareness about yoga and promoting it as a part of a healthy lifestyle.
- Helping people understand the concepts of yoga and practising it under the guidance of trained yoga experts.
- Increasing the number of trained and certified yoga practitioners across the country.
- Dispelling doubts and misconceptions related to yoga.

According to the Ministry of Information & Broadcasting (MIB), there are 316 CSRs in India, out of which 125 were identified for this project. The **125 CRS'** were selected from **five regions** in the country: **North Zone (38), Central and East Zone (27), West Zone (26), South Zone (25), and the North-East Zone (9).**

The **North Zone** comprised of Jammu & Kashmir, Punjab, Himachal Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Chandigarh, and Uttar Pradesh. The **Central and 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.

CEMCA and the Ministry of AYUSH held two orientation meetings which were followed by three review meetings to facilitate CRS' capacity building and for monitoring the progress of the project activities.

The CSRs broadcast a jingle on yoga. They also promoted the Common Yoga Protocol in between their programmes and through social media platforms like Facebook, WhatsApp, and Twitter.

Highlights of the Project

- The total potential outreach of the Yoga Project through **125 CRS'** across India was **1,28,78,000** people.
- The project involved CRS' from all states in India except Mizoram, Manipur, Nagaland, and Goa where there are no CRS'.
- As per the survey, **18,698** people registered for the CYP Course.
- The total number of participants who were a part of the post-course survey was **19,075**.
- 125 CRS' broadcast the yoga jingle and promoted yoga in Hindi, Punjabi, Maithili, Bhojpuri, Kashmiri, Kannada, Tamil, Telugu, Malayalam, Odiya, and Bengali.
- The range of CRS' is mostly 15-20 km, but the range of a few CRS' extends beyond this.
- The CRSs were chosen from rural, semi-urban, and urban areas. Most of them were in rural areas.
- Broadcast was the major means of outreach, but some CRS' also narrowcast the message of the jingle.



The broadcast and course promotion were accompanied by a short survey that collected basic demographic details of the participants to draw on their satisfaction about the Common Yoga Protocol (CYP) Course.

The survey questionnaire used for data collection was the Community Radio Survey for Yoga and data was collected during May-June 2021.

The intervention strategies that were used during the project are:

- Broadcasting a jingle in Hindi. CRSs were given the liberty to convert the jingle into their regional languages.
- Apart from the jingle, the CRS' broadcast complementary programmes and promoted the Yoga Project through different means including their social media handles.

Some details of the project are presented in Box ; 18,698 people from across the country registered for the CYP Course as a result of the CRS' efforts. Most of them earned their Yoga Appreciation Programme (YAP) certificates, and around 500 participants completed the CYP course to become yoga volunteers.

The live broadcast of DD's yoga programme on the International Day of Yoga on June 21, 2021 reached around **12,00,000** active listeners, which is nearly 10 per cent of the total potential outreach.

Individual reports were collected from all the CRSs every month from April 2021 to June 2021 to monitor the project's progress and to understand different significant factors along with outreach. The reports and data were used as first-hand information for preparing this handbook.

The collected data was analysed based on the demographic profile of the participants including their gender, age, occupation, and locality. The project also attempted to analyse the reception of the Common Yoga Protocol

and strived to identify the major challenges and areas for improvement. The following are the major findings of an analysis of the survey:

- Most of the participants in the survey were male although there was not a huge difference between both the genders. There were also a few participants from the transgender community.
- Participants in the age group 15-25 and 26-35 years together formed the majority. There were not many participants in the younger than 15 years and older than 65 years age groups.
- 58 per cent of the participants lived in rural areas, 12 per cent in semi-urban areas, and 30 per cent in urban areas. This shows that most of the CRS' are located on the peripheries of rural localities.
- Students formed 41 per cent of the participants. The rest of the participants had different occupations including agriculture, government/private service, teaching, and business. Some of the participants were homemakers while some were unemployed.
- 90 per cent of the participants stated that they came to know of the CYP Course either through the CRS' or their staff members. The rest stated that they came across the course on social media or were informed by their peer groups.
- 17 per cent of the participants enrolled for the course in April. The number of enrolments exponentially rose to 41 per cent in May and to 42 per cent in June. Most participants enrolled in the West Zone.
- 92 per cent of the participants said that they found the course helpful and would recommend it to others.
- Mobile phones were the most preferred device for accessing the course; 90 per cent of the participants accessed the course using mobile phones.

- 86 per cent of the participants at least enrolled for the YAP stage, but course progression remained low. Only about 4 per cent of the participants claimed that they had completed the course.
- Only 57 per cent of the participants claimed that they had completed at least the first stage, the Yoga Appreciation Programme (YAP), of the course.
- Technical issues, language barriers, and lack of time were the major reasons cited by the participants for non-completion of the course.

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

- In most parts of the country, people were enthusiastic about practising yoga but they had doubts and misconceptions about yoga.
- The CYP Course was well-received by CRS' community members. They found it helpful and said that they would recommend it to others.
- The course should be offered through offline means too 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 CRS'.
- People in the 15-35 years age group seemed to be capable of and were interested in taking online courses, but the same cannot be said about the other age groups.
- Technical issues at different stages hampered the success of the CYP Course. These glitches need to be removed for a seamless experience.
- Making the CYP Course available in regional languages apart from its current versions in Hindi and English would help in outreach.

Organizations in the Yoga Mission

Three esteemed organizations collaborated 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.

The Ministry of AYUSH

The Ministry of AYUSH was formed on November 9, 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. It was renamed the Department of Ayurveda, Yoga, and Naturopathy, Unani, Siddha, and Homoeopathy (AYUSH) in November 2003, with focused attention on developing education and research in Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy. Apart from this, the ministry also promotes the indigenous system of medicine known as SOWA-RIGPA.

The Ministry's objectives

The ministry's objectives are:

- Upgrading the educational standards of the Indian systems of medicine and homoeopathy colleges in the country.
- Strengthening existing research institutions and ensuring a time-bound research programme for identified diseases for which these systems have an effective treatment.
- Drawing up schemes for promoting, cultivating, and regenerating medicinal plants used in these systems.
- Evolving pharmacopeial standards for the 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, Promotion and Coordination of Yoga Education, Training, Therapy and Research. The institution is a Government of India initiative with a vision to promote a yoga culture and spread 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 again renamed as the Morarji Desai National Institute of Yoga and its mandate was broadened.

Under the guidance of the Ministry of AYUSH, the institute has been a pioneer in promoting the yoga philosophy while also facilitating training and advanced research in the field of yoga. MDNIY is classified into different sub-sections that deal with different aspects of yoga. In addition to this, there are also 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 has been organized by MDNIY every year since 2016. This serves as a curtain raiser for the International Day of Yoga (IDY) to sensitize the people about the celebration of IDY.

The institute has 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 under 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. 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 February 10, 2000.

CEMCA's strategic objectives are serving 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 for enhancing 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 radios in India:

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

A list of activities conducted by CEMCA for CRS' includes:

- CEMCA on behalf of the Ministry of Information and Broadcasting (MIB) 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 organizations 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 at the MIB's premises that helped CCFC provide further technical and administrative assistance to visitors as well as to the Ministry of Information and Broadcasting's Community Radio Cell.
- MIB and CEMCA co-hosted the first and second CR Sammelans and exhibitions and instituted awards to celebrate the good functioning CR stations. CEMCA compiled a compendium of functional CRS' 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. The film is available on MIB

and CEMCA's 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. CEMCA 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 the planet.

CEMCA's collaboration with the Ministry of AYUSH

The Yoga Project is CEMCA's second collaborative association 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 CRS' across India for creating awareness and helping improve people's immunity, especially in rural areas. The total potential outreach of the Immunity Enhancement Campaign was nearly 21 lakh people from all over the country. Surveys carried out before and after the campaign showed that AYUSH remedies had helped people enhance their immunity.



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 word *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 back arguably to the pre-Vedic period. 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 across different regions, religions, and cultures. It has continuously evolved under different circumstances and ideologies with the passage of time.

In India, yoga is practised in its true form as a spiritual science, evoking spiritual senses along with 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 led 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 and by non-governmental organizations. 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 practise 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 into the fitness routines of many people across the globe. It has transcended the boundaries of cultures, religions, and regions 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 which facilitate mind-body fitness.

The International Day of Yoga that was proposed by the Prime Minister of India, Shri 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 practise of yoga globally.

1.3 Yoga in response to COVID-19

The COVID-19 pandemic which is caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) virus has led the world to a profound health crisis and has resulted in fatalities in millions.

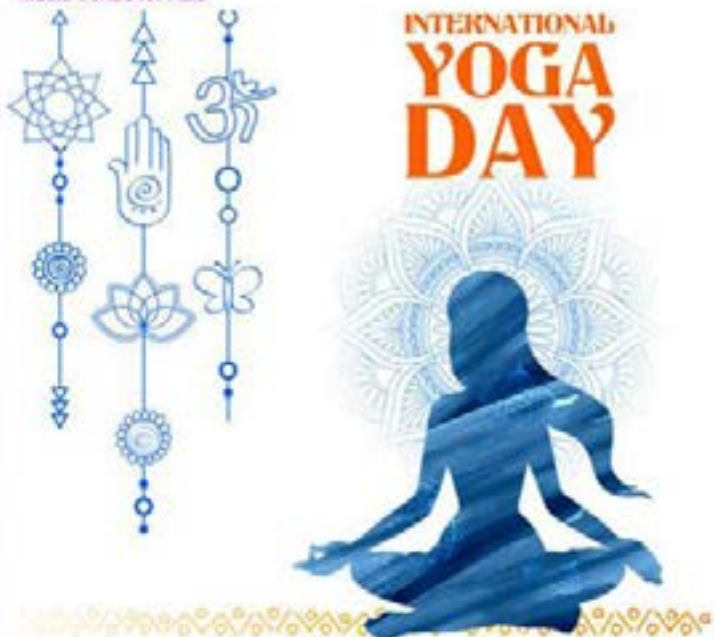
An individual's immunity is a key factor in facilitating the removal of infections from



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 debilitates the immune system leading to progression and severe damage. Having a robust immune system can help the body defend the virus attack, thus limiting its spread and the 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 immunity and can assure a disease free-homeostatic state for the body (Juanamasta and Priastana, 2017).

The condition of the respiratory system is very important in preventing fatalities in COVID-19 infections because the upper respiratory tract is the portal of entry for the virus. Several studies suggest that overall yoga training facilitates improved pulmonary



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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 as well.

2. Community radio as a tool for connecting the community

A community radio (CR) is an enterprise that functions in a relatively short range of 15-20 km and caters to a specific community within the boundaries of a specific region. CRSs 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 that community members can meet, collaborate, and participate. This is a way of self-empowerment and individual creativity in a community. It is a media that reconstructs a person-to-person connection in an age largely dictated by the terms of the mass media that often creates a sense of isolation.

Community radios and their role, especially in 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 community radio plays several important roles including improving the quality of a community's life. Community radios are vital in passing on important information, being a source of recreation, and an inclusive factor binding the community together. Beyond being a recreational enterprise, a community radio also delves into the lives of the people by being

involved in matters of livelihood like disseminating information about agriculture, health, lifestyle, and skill development. It can keep the cultural factors of a community alive and promote them through the programmes it broadcasts. In addition to this, 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 in a time where unique cultural elements are succumbing to the 'popular.'

2. Community radios' role in promoting yoga

All the CRS' 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, CRS' promoted yoga in live sessions. Most CRS' often aired programmes that complemented the Yoga Project. Such programmes involved trained yoga practitioners or experts. The Common Yoga Protocol Course was promoted by CRSs, and they urged community members to register for the course and helped in all the processes from

registration to certification. In short, CRSs played a pivotal role as a bridge/mediator of information between the Ministry of AYUSH and the common people. They 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 better if the project wasn't 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. CRS' role in helping the initiative reach the nooks and corners of the country is commendable.

3. The Yoga Project

The Yoga Project is a collaborative venture of the Ministry of AYUSH, CEMCA, and MDNIY. It was a build-up to the International Day of Yoga 2021. The project spanned over three months -- it started on April 1, 2021 and continued till June 30, 2021. CRSs were identified as an appropriate tool for the project as they are an effective means to reach out to the rural areas of the country. The project brought together 125 CRSs across the country to actively promote yoga as a part of a healthy lifestyle. MDNIY designed and developed an

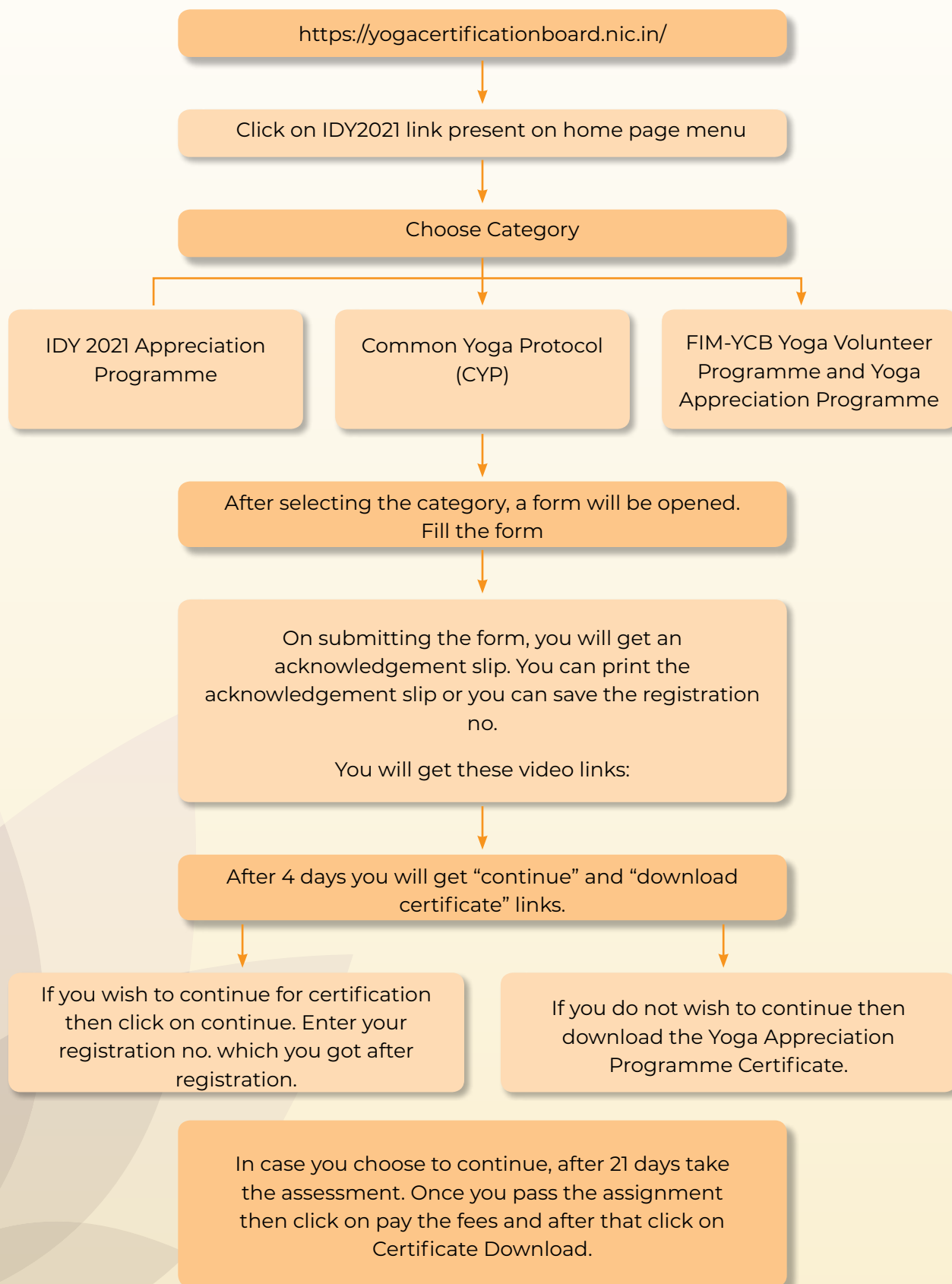
online course, the Common Yoga Protocol to help people understand yoga and learn more about its philosophies and practices. CRS' broadcast a jingle related to yoga and promoted the CYP Course among their listeners and helped them enrol in the course and earn their certificates on completing the course.

Common Yoga Protocol (CYP)

The Common Yoga Protocol is a four-stage online course developed by MDNIY. It targets common people and helps them understand the basic concepts of yoga. The course commences on the first day of every month with two sessions - one each in the morning and evening. The morning batch starts at 7:00 am and the evening batch at 6:00 pm. Training classes are conducted on all days of the week except Sundays. The course is available in Hindi and English on the Yoga Certification Board's platform and is also circulated through YouTube and Facebook. Participants can register before the first of any month and are eligible to join in the subsequent batch. Figure 1.1 shows the step-by-step process for registering for CYP.



FIGURE 1.1: FLOWCHART FOR REGISTERING FOR CYP




Source: Yoga Certification Board, India

FIGURE 1.2: SCREENGRAB OF THE ENROLMENT PAGE ON THE YOGA CERTIFICATION BOARD'S WEBSITE

International Day Of Yoga 2021

The fields marked * are mandatory while the others are optional

Yoga Appreciation Programme Registration

* Title	Mr
* First Name :	Monica
Middle Name :	Enter Middle Name
Last Name :	Sharma
* Gender :	<input type="radio"/> Male <input checked="" type="radio"/> Female <input type="radio"/> Others
* Date of Birth :	29-04-1973
Father's Name :	Enter Father's Name
Mother's Name :	Enter Mother's Name
Institution Name :	CBUCA
Address :	Saket, New Delhi
State :	Delhi
* Country :	INDIA
* Email Id :	monica@yogai.org
* Mobile Number :	991021644
* Captcha	5s75u1
5s75u1 	
<input type="button" value="Submit"/> <input type="button" value="Reset"/>	



The course follows a four-stage gradual advancement:

1. CYP Appreciation Programme (4 days)
2. CYP Introduction Programme (12 days)
3. CYP Yoga *Sadhana* (6 days)
4. CYP Self-Practice, Assessment, and Certification (2 days)

Appreciation certificates are issued after completing the appreciation programme and a course completion certificate is provided after successfully clearing the evaluation process and paying a nominal fee of ₹ 100. The fee was originally ₹ 250 but was later reduced to Rs. 100 by the ministry to help the project reach out to more people.

4. Objectives of the project

The basic idea behind the conceptualization of the Yoga Project is making yoga a part of the daily lives of the people as it is an effective way to nurture a healthy lifestyle and maintain good health. The Yoga Project 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 was promoting the yoga culture and its practise across the country. It has been proven that yoga is helpful in improving an individual's 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 recovery. In such a scenario, promoting the 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 CRS' potential across India in effectively reaching out to people, especially in

rural areas where mass communication options such as television and the internet are yet to make significant inroads. CRS' have large listener bases that cut across different demographic factors like age, gender, and occupation and CRS' can be used effectively for promoting yoga at the grassroot level across the country.

- **Helping people learn and practise yoga**

A large number of people across the country do not know about the potential advantages of yoga and its benefits. Lack of trained practitioners and experts are often reasons because of which people do not practise yoga. The Yoga Project provided people with a chance to learn and practise yoga under the guidance of yoga experts.

- **Creating more yoga experts**

The Yoga Project also aimed to bring more trained and certified yoga practitioners across the country. This project is just the beginning of a larger drive for promoting yoga in the country. The successful completion of the CYP Course also ensures that the participants receive course completion certificates and that their names 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 yoga in India. The Yoga Project also aimed at dispelling these doubts and misconceptions among the people.

5. Limitations of the project

The success of the Yoga Project and its outreach amongst the communities was

not an achievement that came without challenges and hardship. There were many obstacles that affected the project during its different stages:

- **Constraints of time**

The project was run for a stipulated timeline of three months from April 1, 2021 to June 30, 2021. Even during this short time, the project had to encounter several challenges like COVID-19 and its subsequent problems and technical issues in the CYP Course procedures.

- **Employing a single medium**

The Yoga Project was mainly run through CRSs across the country. The project had

the potential to reach a larger number of people if multiple streams of media such as mass and social media were also used.

- **COVID-19 and the subsequent lockdown**

The second wave of COVID-19 infection in April and May 2021 led to a lockdown in many parts of the country. This had a crippling effect on the project as many CRS' and their staff members were affected. Many even became dysfunctional for brief periods. Procedures such as data collection were also hit badly at this time. Had it not been the case, the Yoga Project would have been a more resounding success than it is.



Chapter 2:

Plans and Procedures

1. Methodology

The Yoga Project is an initiative of the Ministry of AYUSH in collaboration with MDNIY and CEMCA for promoting yoga at the grassroots level throughout the country. Yoga is a treasure of Indian heritage and has been passed on to us through generations. Yoga originated in India; 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 project as a build-up to the International Day of Yoga 2021 and

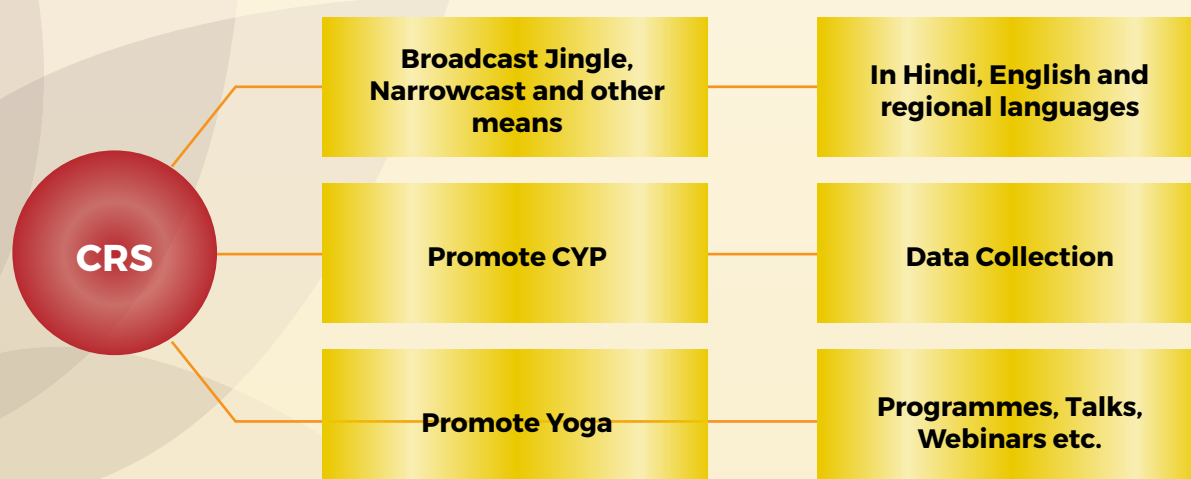
for reviving the yoga culture throughout the country.

Project framework

The primary objective of the Yoga Project was promoting yoga as a part of daily life thereby 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 2021.

The project adopted a comprehensive research-based framework. Three aspects: region, language, and listenership, were considered while selecting CRS' as a tool for yoga's promotion. Figure 2.1 provides the framework of the project.

FIGURE 2.1: PROJECT FRAMEWORK



Duration and timeline of the project

The following time frame was followed for the project:

- Concept and pre-preparation: March 20, 2021 to March 31, 2021
- Duration of the broadcast of the jingle: April 1, 2021 to June 30, 2021
- Post project (data tabulation, report writing etc.): July 1, 2021 to July 31, 2021
- Total duration: March 2021 to July 2021 (five months)

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

2. Selection and monitoring of Community Radio Stations

There are 316 CRS' in India out of which 125 CRS' (around 40 per cent) were selected using a purposive sampling technique with the following criteria:

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

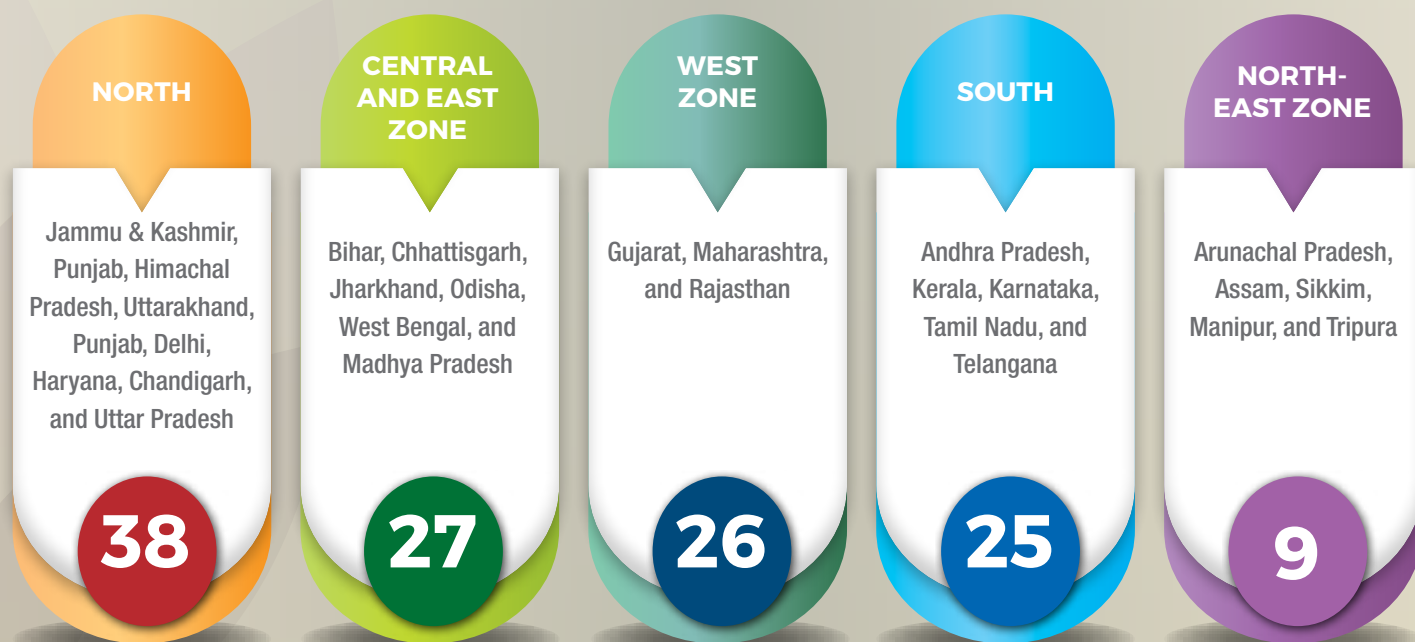
Using these criteria, 125 CRSs were selected from 5 regions of the country for this project. All communities and community members under each CRS were included as primary stakeholders in the project. The region-wise numbers of CRS' are given in Table 2.2. The uneven distribution of the CRSs across different zones is because of factors like number of states in a zone, distribution of CRS' in a specific state, functioning of CRSs, and willingness to being a part of the project. A complete list of CRSs is provided in **Annexure 1**.

TABLE 2.1: SCHEDULE FOR IMPLEMENTING THE ACTIVITIES

Activity	March 2021	April 2021	May 2021	June 2021	July 2021
Pre-Preparation					
Orientation of CRS'					
Capacity Building of CRS'					
Actual Broadcast					
CYP Course					
Data Collection from the community					
Analysis and Report Writing					

TABLE 2.2: ZONE-WISE LIST OF CRS

S. No.	Zones	States and Union Territories	Community Radio Stations Selected
1.	North	Jammu & Kashmir, Punjab, Himachal Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Chandigarh, and Uttar Pradesh	38
2.	Central and East Zone	Bihar, Chhattisgarh, Jharkhand, Odisha, West Bengal, and Madhya Pradesh	27
3.	West Zone	Gujarat, Maharashtra, and Rajasthan	26
4.	South	Andhra Pradesh, Kerala, Karnataka, Tamil Nadu, and Telangana	25
5.	North-East Zone	Arunachal Pradesh, Assam, Sikkim, Manipur, and Tripura	9
Total		28	125



Capacity building of Community Radio Stations

Two online capacity building programmes were organized with CRS' personnel, AYUSH officials, the CEMCA team, and project coordinators. This was done to disseminate necessary information to the CRS' and apprise them about the project and its details.

Progress review meetings with Community Radio Stations

Three progress review meetings were conducted during the course of the project. A review meeting was scheduled to be held after every month to evaluate progress. The review meetings were scheduled in the first week of May, June, and July 2021.

2. Project Intervention

Broadcasting the jingle

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

An informational programme was also being planned but it could not be created and handed over to CRS' due to the COVID-19 surge during the initial phase of the project.

Each CRS prepared a broadcast schedule for the jingle. The broadcast schedules of CRS' varied from one station to another because of differences in factors like prime time. All the CRS' 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 2.

Narrowcasting, Web Radio, and Apps

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

Use of social media

Even though the lockdown posed a tremendous challenge to the successful running of the project, the CRS' stood up to the need and came up with innovative ways to reach out to their respective communities. A poster of the Yoga Project was prepared by CEMCA and given to CRS' to reach out to their communities. Social media platforms like Facebook, WhatsApp, and Twitter were extensively used to facilitate maximum outreach of the project. YouTube was also one of the key platforms used for streaming videos on the CYP Course.

3. Data Collection Tool

Structured questionnaire

The **Community Radio Survey Questionnaire: CYP-Yoga Project 2021** was prepared by CEMCA in English for community members. The respective CRS' translated the questionnaire into their regional languages for better communication and understanding. The survey questionnaire (**Annexure 3**) was handed out by the end of May 2021 to gather information regarding how the community reacted to the CYP Course. It also aimed to evaluate their satisfaction regarding the CYP Course. The survey was carried out in May and June 2021 after successful completion of the respective month's course cycle. It

collected the basic demographic details of the respondents and sought to gather information mainly pertaining to course satisfaction.

4. Data collection procedures

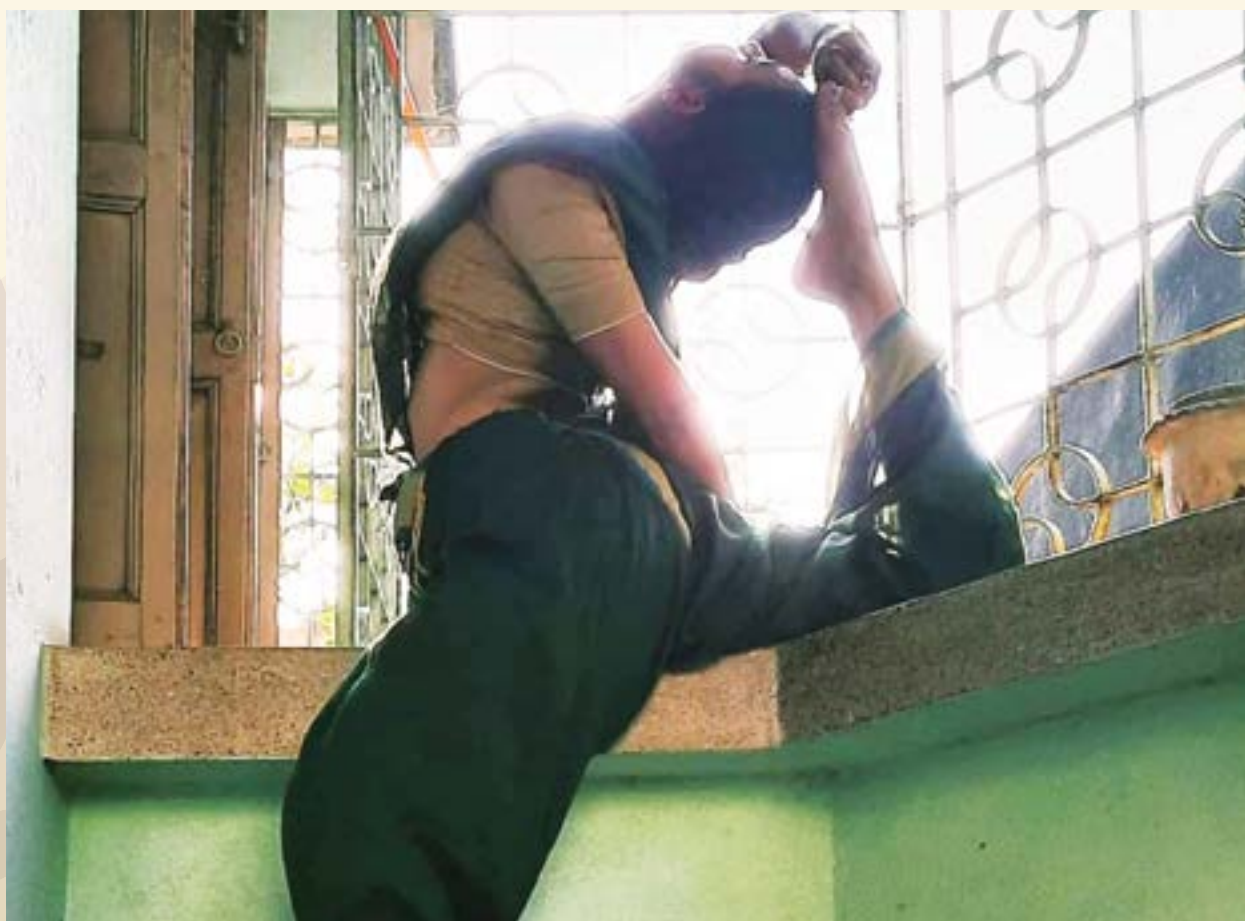
Both offline and online methods were used in the administration of the survey questionnaire. Some CRS' reproduced the survey in their local languages to help people understand the questions better, thus helping the accuracy of the survey. CRS' also circulated Google Forms among community members, but this 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. 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.

5. Techniques for data analysis

A random sampling approach was adopted during data collection and the data was collected by 125 CRS' over two months -- May and June 2021.

The data was analysed based on basic demographic details such as age, gender, locality, and occupation and aimed to evaluate course satisfaction among the participants 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 dropping out, and course recommendation factors.



Chapter 3.

Findings and Discussion

As planned in the build up to the project, the first orientation meeting with the CRS' representatives was held on March 26, 2021. Officials from the Ministry of AYUSH and CEMCA apprised the CR representatives about the project and the CYP Course. The meeting was attended by 74 people. A second orientation meeting was held on March 31 to provide more information about the project and also to apprise the CRS' that joined the project after the first meeting; it was attended by 114 people.

Three meetings were held in May, June, and July to review the progress made and identify the challenges faced during the project. The first review meeting held on May 10, 2021 was attended by 92 people. The second review meeting was held on June 4, 2021 and it was attended by 83 people. Many could not join the meeting because of technical issues. The last review meeting was held on July 8, 2021 after the project came to an end on June 30, 2021. Ninety-nine people attended the last meeting while a few were not able to join the meeting due to technical glitches.

TABLE 3.1: CRS' ORIENTATION AND CAPACITY BUILDING

S. No.	Capacity Building Programme	Date	Attended By	Number of Participants
1	First Orientation of CRS	March 26, 2021	CRS, AYUSH Officials, CEMCA Team, Project Coordinator	74
2	Second Orientation of CRS	March 31, 2021	CRS, AYUSH Officials, CEMCA Team, Project Coordinator	114
Commencement of the Project - April 1, 2021				
3	First Review Meeting	May 10, 2021	CRS, AYUSH Officials, CEMCA Team, Project Coordinator	92
4	Second Review Meeting	June 4, 2021	CRS, AYUSH Officials, CEMCA Team, Project Coordinator	83
5	Third Review and Project Conclusion Meeting	July 8, 2021	CRS, AYUSH Officials, CEMCA Team, Project Coordinator	99
Culmination of the Project - June 30, 2021				



Data was collected by the 125 CRS' 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. 19,075 participants from different social backgrounds and age groups were sampled for the survey that was carried out in May and June. Of the total participants, 18,698 participants had enrolled for the CYP Course. These participants were selected by 125 CRS' spread out across five zones in the country. The data was collected from May 2021 to July 2021. A survey was carried out after the completion of each cycle of the CYP Course in May and June.

Part A of this chapter does 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 their responses to the CYP Course.

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

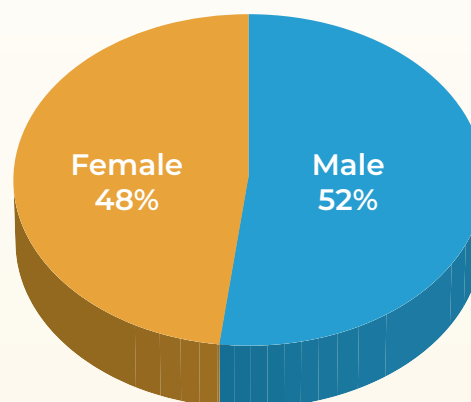
Part A: Analysis and Interpretation

This section analyses the data collected from all the zones across India. The survey was carried out after the completion of each cycle of the CYP Course in May and June 2021. 19,075 participants formed a part of the survey. The main objective of the survey was analysing the demographic profile of the participants and analysing important factors related to the CYP Course including course completion rate, how recommendable the course is, and the device used for accessing the course. Given below is a brief analysis of all the questions that were posed to the participants.

Gender-wise participation

The first question in the survey attempted to determine the gender-wise participation of the participants. It was important to

FIGURE 3.1: GENDER COMPOSITION OF THE PARTICIPANTS

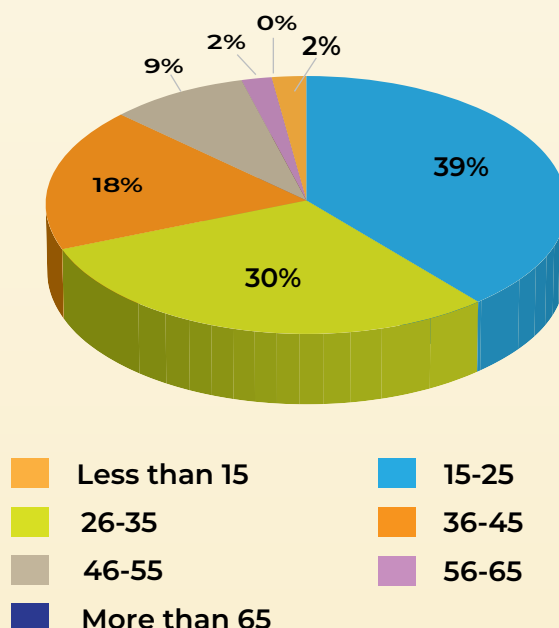


determine the gender composition as the behaviour of male and female participants might differ when it comes to listening to CR and enrolling in the CYP Course. Figure 3.1 shows that 52 per cent of the participants were male and 48 per cent were female. Only a few participants belonged to the transgender community while some participants also chose not to disclose their gender.

Age-wise division of participants

The second question was regarding age. The age of the community members was collected as a continuous variable. Figure

FIGURE 3.2: AGE-RANGE OF THE PARTICIPANTS



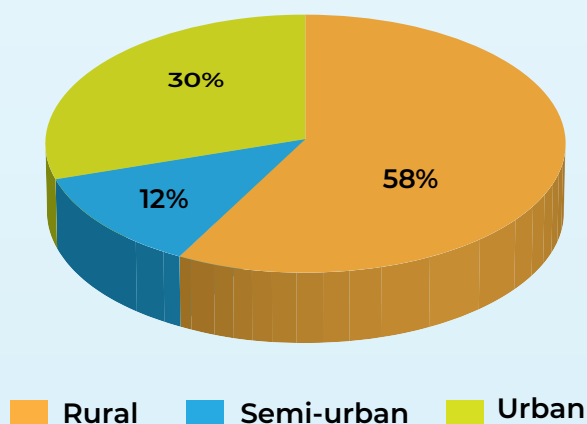
3.2 gives the composition of the participants belonging to different age groups. Most of the participants belonged to the age group 15-25 years. They formed 39 per cent of the total participants; 30 per cent of the participants belonged to the age group 26-35 years, and 18 per cent belonged to the age group 36-45 years. Together these three categories formed 87 per cent of the total respondents. This might be because the participants from these categories are most likely to have access to digital devices like mobile phones and laptops and hence, are more likely to register for an online course. Only 9 per cent of the respondents belonged to the age group 46-55 years. There were very few respondents who were 56 years and above (2 per cent of the respondents).

Locality-wise distribution of the participants

The participants were asked about the type of locality they belonged to -- 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 more than half the participants were from rural areas. They formed 58 per cent of the total participants

FIGURE 3.3: LOCALITY OF THE PARTICIPANTS



while 12 per cent were from semi-urban localities and the remaining 30 per cent were from urban areas.

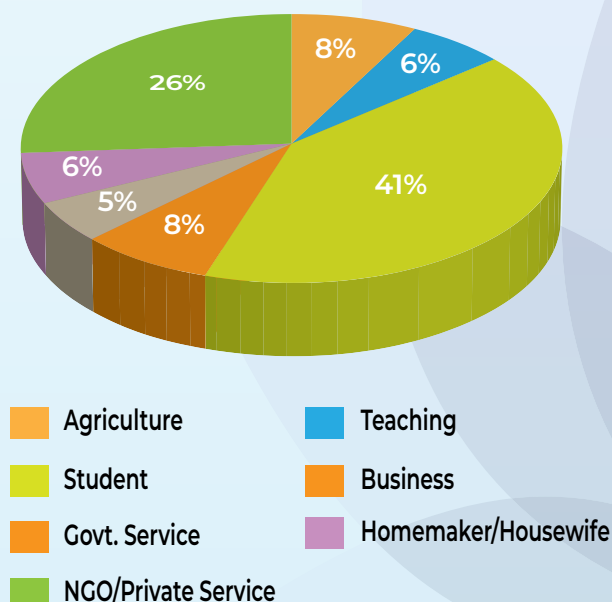
Most of the participants were from rural areas because most of the CRS' selected for the project are situated in rural areas for the aid and welfare of rural communities. Even today, radio remains an effective means of mass communication in these areas. People in rural areas are less likely to be digitally 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 the participants

Finding the participants' occupations/ professions was important for determining if they would be able to take a course that did not offer flexible timings; the CYP Course had two simultaneous cycles each month -- one at 7 am and the other at 6 pm.

Figure 3.4 shows that 41 per cent of the participants were students. This corresponds with the fact that most participants in the survey belonged to the age group 15-25

FIGURE 3.4: OCCUPATION OF THE PARTICIPANTS





years; 26 per cent of the participants were either engaged in private service or worked with NGOs. Eight per cent of the participants belonged to the farming community while 8 per cent were in business. Six per cent of the participants were teachers and another 6 per cent were homemakers. Only 5 per cent of the participants were government employees. Around 32.5 per cent of the participants preferred not to reveal their profession and this might include participants who were unemployed.

Source of information about the CYP Course

The CYP Course was promoted in the community through media like CRS, narrowcasting/word-of-mouth by CR staff, and promoting it through social media platforms.

The participants were asked the source who introduced them to the CYP Course. As seen in Figure 3.5, most (79 per cent) of the participants stated that they came to know of the course through the CR. 11 per cent said that they came to know of

the course through CRS staff; 4 per cent of the participants learned about the course through social media, and another 4 per cent were introduced to the course by their peer group. Only 1 per cent of the participants cited sources other than those that were listed in the survey questionnaire.

It can be seen from the data that community members reside in the periphery of the selected CRS' and a vast majority of them listened to the radio. For information on 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 CRS' was a significant initiative.

Enrolment in the CYP Course

Registration for the CYP Course was opened to the participants in April 2021. There were a few technical glitches in the enrolment process during April and many aspirants were unable to enrol for the course despite repeated attempts. These glitches were rectified as a result of constant efforts by the Ministry of AYUSH.

FIGURE 3.5: SOURCE OF INFORMATION ABOUT THE CYP COURSE

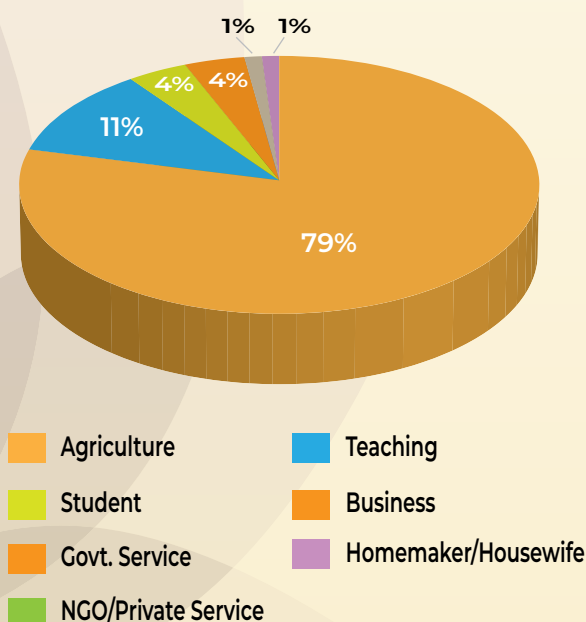


FIGURE 3.6 (A): STATUS OF MONTH-WISE ENROLMENT IN THE CYP COURSE

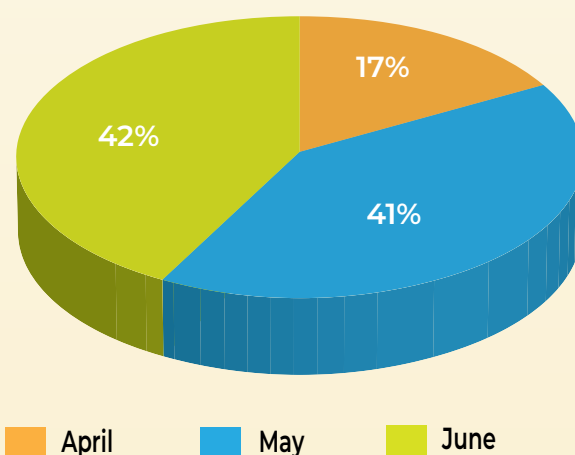


Figure 3.6 (a) depicts the enrolment for the course over the three months of the project from April to June 2021 -- 17 per cent of the participants enrolled for the course in April.

This also includes the number of failed attempts to enrol in the course; 41 per cent of the participants joined in May and another 42 per cent joined in June 2021. The relatively low number of participants in the first month of the project is because of certain factors like technical glitches, lack of promotion, and the COVID-19 pandemic and the subsequent lockdown.

In the monthly reports and review meetings, most of the CRS' engaged in the project discussed the difficulties that the participants faced during registration and other procedures in the initial stages of the project.

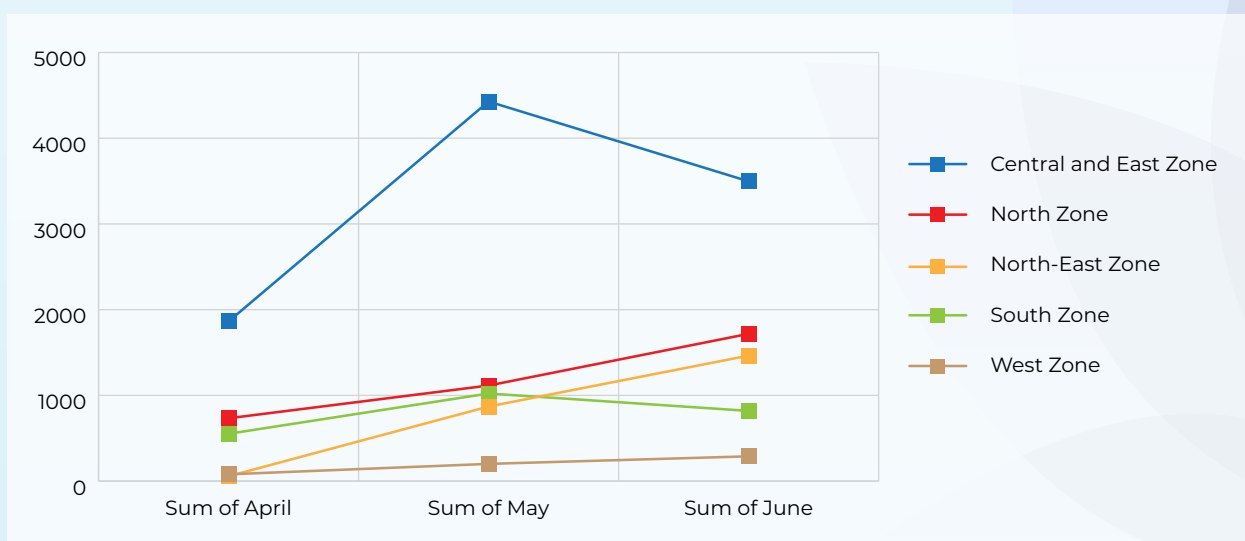
Table 3.2 shows that the number of enrolments increased exponentially in May as both the platform and its features were revamped rigorously by the Ministry of AYUSH. Technical glitches were removed, and the website was made more user-friendly. The ministry also reduced the certification fees from ₹250 to ₹100. Along with this, relentless efforts were made for promoting the CYP Course among community members.

Figure 3.6 (b) shows that all the zones, except West Zone and the Central and East Zone, followed the upward trend and had an increase in the number of enrolments with each passing month. West Zone had the maximum number of participants enrolled in

TABLE 3.2: MONTH-WISE AND ZONE-WISE ENROLMENT IN CYP

Zones	April	May	June	Total
North	733	1,115	1,718	3,566
East and Central	552	1,022	810	2,384
West	1,863	4,428	3,497	9,788
South	57	870	1,464	2,391
North-East	79	201	289	569
Total	3,284	7,636	7,778	18,698

FIGURE 3.6 (B): ZONE-WISE DISTRIBUTION OF ENROLMENTS BY MONTH



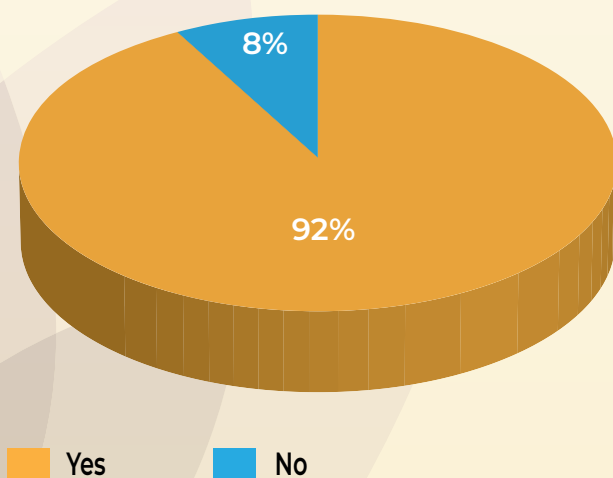
the CYP Course followed by the North Zone, South Zone, Central and East Zone, and the North-East Zone. The relatively low number of enrolments in the North-East Zone is mainly due to the lesser number of CRS' in the region.

The final data shows that 18,698 of the participants surveyed enrolled for the CYP Course.

Course recommendation

The participants were asked if they would recommend the CYP Course to others; 92 per cent said that they would while 8 per cent said that they would not. This shows that most of the participants found the course helpful indicating its effectiveness. There might be several reasons for participants deciding not to recommend the course 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.

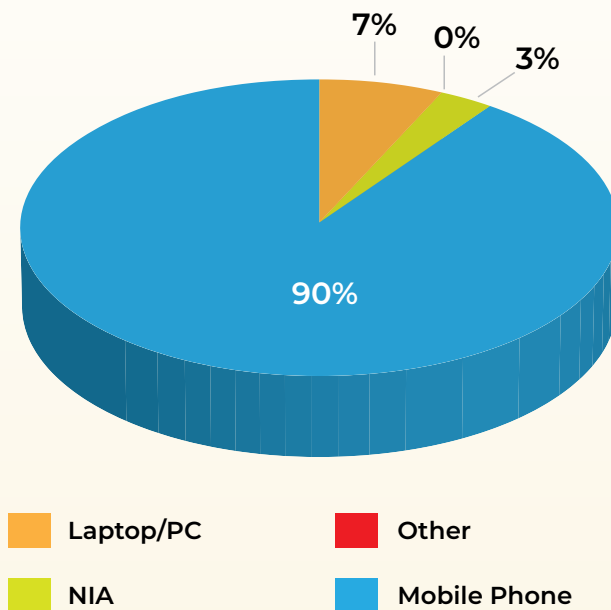
FIGURE 3.7: CHANCES OF RECOMMENDING THE COURSE TO OTHERS



Device used for accessing the CYP course

The participants were asked to name the device that they used for accessing the

FIGURE 3.8: DEVICE USED FOR ACCESSING THE CYP COURSE



course. As seen in Figure 3.8, 90 per cent of the participants accessed the course through their mobile phones. Most of the people now have smartphones and they access things on the internet with its help. A relatively marginal 7 per cent of the participants accessed the course through either a laptop or PC and 3 per cent chose not to answer the question.

It can be interpreted that smartphones are quite accessible to community members of the selected CRS'. 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 use the internet from their smartphones. The availability of smartphones has made it cheap for an individual to access the internet as compared to the past where one had to own a laptop/PC for this; even today, most people, especially in the rural areas, do not own laptops.

Course progression of the participants

The Common Yoga Protocol was a 24-day online course which was divided into four courses/stages. It started with a 4-day course known as the yoga appreciation programme

(YAP); everyone who completed this stage was eligible for an appreciation certificate. This was followed by a 12-day course known as the introduction programme (CYP-IP) which was followed by a 6-day course known as yoga *sadhana* (CYP-YS). The final stage was the Self-Practice, Assessment, and Certification stage after the completion of which the participants could earn their certificates.

FIGURE 3.9: PARTICIPANTS' COURSE PROGRESSION

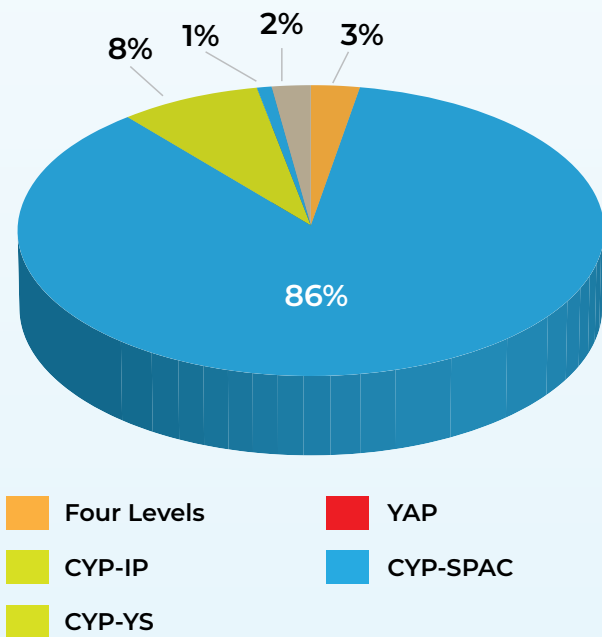


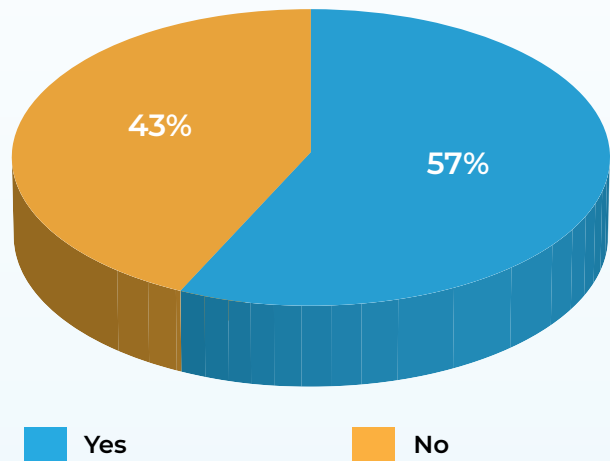
Figure 3.9 shows that 86 per cent of the participants at least enrolled for the YAP stage. Only 8 per cent of the participants reached the CYP-IP stage and 2 per cent of the participants made it to the CYP-YS stage. Only 545 people completed the entire CYP Course (about 3 per cent of the participants).

This shows that the course completion was very low. There are many reasons for this like language barriers, technical issues, and lack of time.

Course completion

The participants were asked if they had completed the course after enrolling in the Common Yoga Protocol (CYP); 57 per cent of

FIGURE 3.10: COURSE COMPLETION



the participants said that they were able to at least complete the YAP stage whereas 43 per cent of the participants said that they did not complete even the initial stage after enrolling for the course.

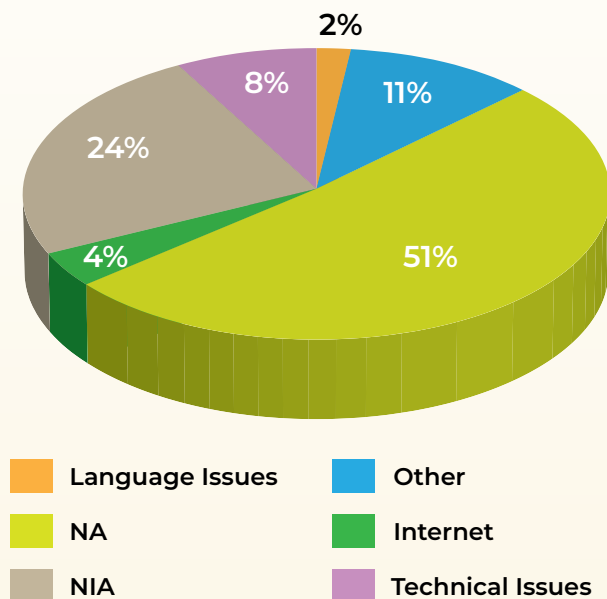
Many participants enrolled for the course but faced issues such as understanding the procedures of learning, technical glitches, language barriers, and stringent timings. The participants seemed to lose interest and dropped out of the course. It should also be noted that most of the participants were from rural and semi-urban areas who are still new to digital literacy. Online courses are only making their way slowly into these communities and they still have a large ground to cover before they can be called an effective means. Community members might still be more used to face-to-face interactions and learning.

Reason for non-completion of the CYP Course

The participants were asked to cite the reasons for their inability to complete the course. Nearly 51 per cent of the participants chose not to answer the question. Technical issues were the most cited reason among participants who chose to answer this question; 11 per cent cited issues that were not listed in the questionnaire while 8 per cent of the participants stated that they dropped



FIGURE 3.11: REASONS FOR NON-COMPLETION OF COURSE



out of the course due to frequent technical issues that they faced while accessing the course. Only 4 per cent of the participants said that they did not have a proper internet connection to access the online course. Another important issue that was cited by the participants was language barriers. The CYP is available only in Hindi and English. This became a problem for those participants who did not understand or speak either of these languages.

Gender and age-wise analysis of some important aspects

We now give a gender-wise and age-wise analysis of some important aspects/factors that were sought to be determined in the survey for identifying and understanding the differences, if any, in tendencies among the genders and the age groups with respect to the CYP Course. The differences in tendencies might indicate specific preferences and privileges of the different groups. They may also clarify if a certain group differed from the others in terms of choices, if it behaved in a different way from the other groups, or if it enjoyed certain privileges over others.

Gender-wise analysis about:

Device used for accessing the course

Table 3.3 shows the gender-wise break-up of the participants in the use of mobile phones or laptops/PCs for accessing the course. As can be seen in the table there was not a big difference between men and women; they followed the same trend when it comes to the use of devices. Both the genders preferred mobile phones over laptops/PCs for accessing the course. This might be because most people have better access to smartphones than laptops/PCs. It is easy to access online courses through smartphones as they consume less data in comparison to laptops/PCs. Also, with the help of a smartphone one can access the course from anywhere and on-the-go.

TABLE 3.3: DEVICE USED FOR ACCESSING THE CYP COURSE (GENDER-WISE BREAK UP)

Gender	Laptop/PC	Mobile Phone	Total
Female	581	8,260	8,841
Male	757	8,879	9,636
Grand Total	1,338	17,139	18,477

Participants' course progression

Table 3.4 shows that the female participants had a slight edge over their male counterparts in terms of course progression. Even though

TABLE 3.4: COURSE PROGRESSION (GENDER-WISE BREAK UP)

Gender	YAP	YAP and more
Female	7,381	8,274
Male	7,596	9,067
Grand Total	14,977	17,341

the number of female participants was less compared to the male participants, they had a better rate of progressing to the advanced stages of the course. Several factors may be responsible for this trend including time, interest, and differences in perspectives.

Course completion

TABLE 3.5: COURSE COMPLETION (GENDER-WISE BREAK UP)

Gender	No	Yes	Total
Female	2,681	3,653	6,334
Male	3,146	4,078	7,224
Grand Total	5,827	7,731	13,558

Table 3.5 shows that the course completion rate among both the genders was similar. Although this could be affected by the number of participants who chose to answer the question as many participants preferred not to share their opinion. The data also shows that course completion was quite low in both men and women and adequate steps should be taken to improve this.

Age-wise analysis of some important aspects

Device used for accessing the course

Table 3.6 shows that the age groups 15-25 and 26-35 years together formed a majority of the participants. These age groups tend to be the most suited to digital technology in all its forms; they mostly comprise students and youth who have better knowledge of emerging technologies. The other groups tend to use mobiles and laptops/PCs less as compared to these two age groups. This might be due to the fact young people remain updated with the trends of their time. They are fast learners and are keen to possess and use digital gadgets as compared to the participants in any other age group.

TABLE 3.6: DEVICE USED FOR ACCESSING THE CYP COURSE (AGE-WISE BREAK UP)

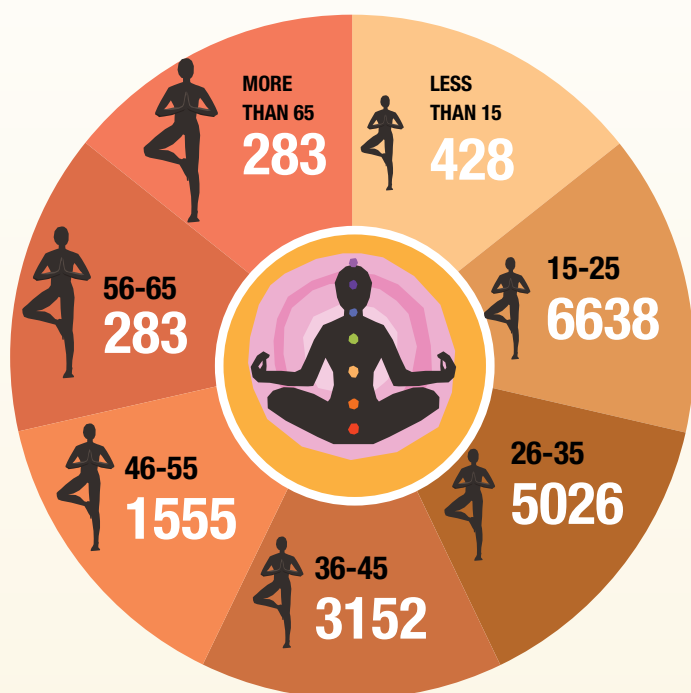
Age group (in years)	Laptop/ PC	Mobile Phone	Total
Less than 15	16	434	450
15-25	587	6,444	7,031
26-35	327	4,956	5,283
36-45	231	3,016	3,247
46-55	127	1,487	1,614
56-65	33	265	298
More than 65	7	54	61
Total	1,328	16,656	17,984

Participants' course progression

Table 3.7 shows that the rate of course progression was fairly similar across all

TABLE 3.7: COURSE PROGRESSION (AGE-WISE BREAK-UP)

Age group	YAP	YAP AND MORE
Less than 15	396	428
15-25	5,814	6,638
26-35	4,230	5,026
36-45	2,631	3,152
46-55	1,275	1,555
56-65	209	283
More than 65	32	61
Total	14,587	16,715



groups. All the groups followed the same trend in proceeding to the advanced stages of the CYP Course. Most of the participants, irrespective of the age group, attended only YAP while only a few participants proceeded to higher stages. Several factors might have affected course progression adversely including interest, flexibility of the course, and difficulty in accessing the course.

Course completion

Even in an age-wise analysis (Table 3.8) the course completion rate was fairly low across different groups. This indicates that it is not differing tendencies amongst the groups but issues related to the course that resulted in low completion rates. The course should be revamped and made more flexible for improving the completion rate. Also, the participants might be interested in practising yoga but the same may not be said about their tendency to take an online course for doing it.

TABLE 3.8: COURSE COMPLETION (AGE-WISE BREAK-UP)

Age group	No	Yes	Grand Total
Less than 15	162	273	435
15-25	2,369	2,664	5,033
26-35	1,392	2,353	3,745
36-45	1,244	1,287	2,531
46-55	388	652	1,040
56-65	114	123	237
More than 65	32	24	56
Total	5,701	7,376	13,077

Zones and their potential outreach

TABLE 3.9: 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	38	42,57,000
East and Central Zone	Bihar, Chhattisgarh, Madhya Pradesh, Odisha, West Bengal, and Jharkhand	27	37,02,200
West Zone	Gujarat, Rajasthan, and Maharashtra	26	19,31,000
South Zone	Karnataka, Kerala, Andhra Pradesh, Telangana, and Tamil Nadu	25	25,94,800
North-East Zone	Arunachal Pradesh, Assam, Manipur, Sikkim, and Tripura	9	3,93,000
Total	24 States and 2 Union Territories	125	1,28,78,000

Table 3.9 shows that the maximum potential outreach achieved by the 125 CRS' across the country was 1,28,78,000. This figure has been calculated based on the information in the reports given by the CRS' and is dependent on factors like population and locality. There are difficulties in ascertaining the exact number of listeners without an extensive study.

Potential active listener outreach on IDY 2021

Although the exact numbers cannot be ascertained, an estimated 10 per cent of the total outreach potential shows that the Yoga Programme for the International Day of Yoga 2021 must have reached at least **12,00,000 active listeners** through CRS'.

Conclusion

- The total number of participants in the survey was 19,075.
- Out of the total participants, 18,698 enrolled for the CYP online course.
- Out of the total number of participants, 52 per cent were male and 48 per cent were female.
- 39 per cent of the participants belonged to the age group 15-25 years. 87 per cent of the participants were between 15-45 years of age. 9 per cent belonged to the age group 46-55 years. The number of participants aged below 15 or above 65 years was only 3 per cent of the total.
- 58 per cent of the participants lived in rural areas. 12 per cent lived in semi-urban areas, and 30 per cent lived in urban areas.
- Students formed 41 per cent of the participants. 26 per cent of the participants were employed in the private sector/NGOs. 8 per cent were farmers and another 8 per cent were involved in business. 6 per cent were teachers and another 6 per cent were homemakers. 5 per cent of the participants were government employees.
- Most of the participants came to know of the course through the CRS' or their staff.
- 17 per cent of the participants enrolled for CYP in April 2021. 41 per cent enrolled in May 2021, and 42 per cent enrolled for the course in June 2021.
- 92 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.
- 90 per cent of the participants used mobile phones to access the course. 7 per cent used a laptop or PC, and 3 per cent used other means.
- 86 per cent of the participants said that they enrolled themselves for at least the yoga appreciation programme. 8 per cent progressed to the CYP-introduction programme stage. Only 2 per cent reached the CYP-yoga *sadhana* stage and only 3 per cent (545 participants) reached course completion and earned their certificates.
- 57 per cent of the participants claimed to have completed at least the first stage of the course --- YAP. 43 per cent of the participants said that they could not complete the course.
- Most of the participants did cite a reason for not completing the course. 'Technical issues' was the most cited reason for non-completion followed by internet issues and language barriers.



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 2021. Community radio was chosen as the medium for promoting the project. CEMCA, along with the Ministry of AYUSH, selected 125 CRS' 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 CRS' promoted the Common Yoga Protocol, which is an online course developed by MDNIY. 38 CRS' were chosen from the North Zone from Chandigarh, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttar Pradesh, and Uttarakhand. Amongst the 38 CRS', 4 are from Chandigarh, 7 from Haryana,

TABLE 3.10: LIST OF CRS' IN THE NORTH ZONE

State/Union Territory	Names of the CRS'	Number of CRS
Chandigarh	Vivek CRS, Radio Chitkara, Radio Jyotirgamaya, and Deshbhagat Radio	4
Haryana	Radio Manav Rachna, Gurgaon Ki Awaaz, Radio Mind Tree, Radio Mewat, Radio Alfaz-e-Mewat, Radio Aravali, and Apna Radio	7
Himachal Pradesh	Kuthar Radio, Hamara Mspicm CRS, and Radio Gunjan	3
Jammu & Kashmir	Radio Sharda	1
Uttarakhand	Kumaon Vani, Pantnagar Janvani, Hello Haldwani, Mandakini ki Awaj, Dehradun Radio, Hervalvani CR, and Radio Khushi	7
Uttar Pradesh	Kisan FM, Waqt ki Awaaz, Radio Pragya, Radio Gorakhpur, Voice of Azamgarh, Salaam Namaste, Radio Badaun, Lalit Lokvani, FM Alive, Radio Noida Lok Manch, Radio Kabir, Radio Gorakhvani, Radio Ambedkarnagar, and City FM	14
Punjab	KC Community Radio and Radio Punjab	2
Total		38

3 from Himachal Pradesh, 1 from Jammu & Kashmir, 7 from Uttarakhand, 14 from Uttar Pradesh, and 2 from Punjab (Table 3.10).

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.

Approximate number of listeners

It is difficult to ascertain a precise number of listeners of a CRS, but the station in-charges came up with approximate numbers based on the population and the range of the respective community radio stations. The maximum outreach potential of the CRS' in the zone is given in Table 3.11.

TABLE 3.11: MAXIMUM POTENTIAL OUTREACH IN THE NORTH ZONE

State/Union Territory	Number of CRS'	Maximum Outreach Potential
Chandigarh	4	42,57,000
Haryana	7	
Himachal Pradesh	3	
Jammu & Kashmir	1	
Uttarakhand	7	
Uttar Pradesh	14	
Punjab	2	
Total	38	

Table 3.11 shows that the maximum potential outreach in the North Zone was 42,57,000. This was calculated on the basis of the information given by the CRS' in their reports.

Mode of transmission

The primary mode of transmission of all CRS is broadcasting. But, at times CRS' 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 of reaching out to community members.

Schedule of the broadcast

The CRS' were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. An audio programme was also planned to be provided to the CRS' but it could not be produced because of the COVID-19 pandemic that resulted in a lockdown of more than a month in most parts of the country. All the CRS' in the region started broadcasting the jingle on yoga from the first week of April 2021. The jingle was broadcast at least 2-3 times in a day. Some CRS' even broadcast the jingle every hour. Most of the CRS' continued to broadcast the jingle till June 30, 2021; some of them continued to broadcast it even after the project officially came to an end.

The broadcast schedule of the CRS' is given in **Annexure 2**

Language(s)

Initially, the CRS' were provided with a Hindi audio and script of the yoga jingle. The CRS' were given the opportunity to reproduce the jingle in their regional languages or dialects to reach out efficiently to their local communities.

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

Methodology

All the CRS' in the region adopted a similar methodology for the project. They broadcast the jingle provided to them. They also created their own programmes based on yoga as the audio programme planned by CEMCA and the Ministry of AYUSH could not be produced



owing to the extremities of the pandemic. Broadcast was the main means of reaching out to the community as narrowcast could not be done because of COVID-19 restrictions in most areas. The CRS' also organized special programmes on the International Day of Yoga 2021 to reach community members and promote yoga. The CYP Course was actively promoted by the CRS' and they helped community members enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRS' also carried out a survey to collect data from the community and uploaded it in Google Drive folders provided to them by CEMCA.

Activities conducted by Community Radio Stations during the project

Apart from the jingle, the CRS' did a variety of activities to promote yoga and the International Day of Yoga 2021.

- **Complementary Programmes-** Most of the CRS' did their own programmes on yoga to complement the Yoga Project. '*Yoga da jashan*' by Radio Punjab and '*Yog se nirog*' are examples of such complementary shows.
- **Live Sessions with Yoga Experts-** A few CRS' also brought yoga experts and held interactive live sessions with the listeners.
- **Community Gatherings and Yoga Practice-** CRS' gathered their community members to promote and perform yoga. They also urged their community members to practice yoga in their own homes.
- **Streaming and Sharing Videos-** CRS' shared the CYP video with the community members regularly and streamed the video for groups.
- **Webinars-** Many CRS' 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 2021

- **Promoting CYP and Certification-** Radio Kisanvani Deeg distributed certificates to the participants who were a part of the Common Yoga Protocol on IDY 2021.
- **Webinars-** Many CRS' organized webinars with yoga experts for their community members. Discussions were held and doubts and misconceptions were clarified.
- **Live Broadcast of DD's IDY programme-** All the CRS' broadcast DD's special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation; this was followed by Dr Ishwar Basavaraddi's live demonstration of yoga practice.
- **Group Yoga-** Many CRS' gathered their community members and performed yoga under the guidance of trained yoga practitioners.
- **Contests-** Some CRS' organized fun activities to promote yoga and IDY 2021. A **Selfie/Pic Challenge** was organized by Salaam Namaste CR.

Analysis

- Of the participants surveyed in the North Zone, 51 per cent were male and 46 per cent were female. 3 per cent of the participants chose not to reveal their gender.
- 47 per cent of the participants in the North Zone belonged to the age group 15-25 years, followed by 22 per cent in the age group of 36-45 years and 15 per cent in the age group 26-35 years. Together these three age groups formed 84 per cent of all the participants in the North Zone. 8 per cent preferred not to reveal their age, 5 per cent participants belonged to the age group 46-55 years and 2 per cent belonged to the age group 56-65 years. The age groups younger than 15 years and more than 65 years formed only 1 per cent of the total participants in the zone.



- Contrary to the national data, 56 per cent of the participants lived in urban areas while only 33 per cent lived in rural areas. 11 per cent of the participants lived in semi-urban areas.
- 41 per cent of the participants in the zone were students while 25 per cent were employed in the private sector or with NGOs. 7 per cent of the participants preferred not to disclose their occupation. 5 per cent of the participants were farmers or practised agriculture while 5 per cent were engaged in business and 5 per cent were government employees. 3 per cent of the participants were teachers and another 3 per cent were homemakers. 6 per cent of the participants said that they were unemployed.
- 79 per cent of the participants in the zone said that they came to know about the CYP Course through their CRS. Another 11 per cent said that they were introduced to the course by CRS staff members. 4 per cent of the participants came to know of the course through social media. 3 per cent chose to not answer the question. 2 per cent came to know of the course through peer groups and the remaining 1 per cent stated that they came to know of the course from sources that were not listed.
- In the North Zone, there was a steady rise in enrolments with each passing month. 19 per cent of the participants enrolled for CYP in April. This number rose to 30 per cent in May and finally to 46 per cent in June. 5 per cent of the participants did not reveal their month of enrolment.
- 84 per cent of the participants stated that they would recommend the course to others while 12 per cent said they would not. 4 per cent of the participants did not answer the question.
- 78 per cent of the participants used mobile phones to access the course and 13 per cent used either laptops or PCs. 8 per cent of the participants did not respond to the question.
- 66 per cent of the participants attended the YAP stage while 13 per cent progressed to CYP-introduction programme and 2 per cent reached the CYP-yoga *sadhana* stage. Only 2 per cent of the participants completed the entire course. 17 per cent of the participants had either not enrolled for the course or preferred not to respond.
- 60 per cent of the participants stated that they had completed at least the YAP stage. 32 per cent admitted that they did not complete the course while 8 per cent chose not to answer the question.
- Most of the participants stated that they dropped out of the course because of reasons not listed in the questionnaire. 20 per cent of the participants stated that they did not complete the course either because of technical issues or lack of time while 2 per cent said that they could not complete the course because of language issues.

Discussion

During the project, the CRS' regularly interacted with their audiences and actively promoted yoga through their daily broadcasts. Community members were of the opinion that they found yoga effective in leading a healthy lifestyle. Many community members had been practising yoga as a part of their daily routine. Some community members, especially farmers, said that they often did not find time to exercise or practise yoga but their daily routine of working in the fields kept them healthy enough. Many stated that it would have been better if the course timings were more flexible so that they could attend the course at whatever time they preferred to. Most of the community members showed a keen interest in learning and practising yoga. Community members, especially those

from 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

CRS' in the North Zone were active promoters of yoga and the CYP Course during the project. They spread information among their community members and facilitated their enrolment in the CYP Course. They helped community members during all the stages of the course and clarified their doubts. Many CRS' even helped community members get their certificates, in case they had a difficulty doing so. Even during the harsh times of the COVID-19 pandemic the CRS' played a key role in ensuring the success of the project. Though reaching out to the community became an arduous task with COVID-19 restrictions in place, the CRS' adopted new and effective ways to relentlessly spread word about yoga amongst their community members.

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 2021. Community radio was chosen as the medium to promote the project. CEMCA, along with the Ministry of AYUSH, selected 125 CRS' 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 CRS' promoted the Common Yoga Protocol, which is an online course developed by MDNIY. 26 CRS' were chosen from the West Zone from Gujarat, Maharashtra, and Rajasthan—6 from Gujarat, 10 from Maharashtra, and 10 from Rajasthan (Table 3.12).

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.

Approximate number of listeners

It is difficult to ascertain a precise number of listeners of a CRS, but the station in-charges came up with approximate numbers based on the population and the range of the CRS'. The maximum outreach potential of CRS' in the zone is listed in Table 3.13.

TABLE 3.12: LIST OF CRS' FROM THE WEST ZONE

State/Union Territory	Names of the CRS'	Number of CRS
Gujarat	Radio Campus, Rudino Radio, Radio Awaz, Radio Guruvani, Radio Nazariya, and Radio Palanpur	6
Maharashtra	Radio Vishwas, Vasundhara CR, Vidyavani CR, Yeralvani CR, Mann Desi Tarang Vahini, Radio Vatsagulm, Radio Cotton City, Sharada Krishi Vahini, Radio MGM, and Radio Nagar	10
Rajasthan	FM 24, Radio Seven, Radio Alwar, Radio Tilonia, Radio Kisanvani Deeg, Kamalvani CR, Vaagdhara CR, FM Sikar, Radio Madhuban, and Jayoti Vani	10
Total		26



TABLE 3.13: MAXIMUM POTENTIAL
OUTREACH IN THE WEST ZONE

State/Union Territory	Number of CRS'	Maximum Outreach Potential
Gujarat	6	19,31,000
Maharashtra	10	
Rajasthan	10	
Total	26	

Table 3.13 shows that the maximum potential outreach in the West Zone at 19,31,000. This has been calculated on the basis of the information given by the CRS' in their reports.

Mode of transmission

The primary mode of transmission of all CRS' is broadcasting. But, at times, the CRS' 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 of reaching out to community members.

Schedule of the broadcast

The CRS' were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. An audio programme was also planned to be provided to the CRS' but it could not be produced because of the COVID-19 pandemic that resulted in a lockdown of more than a month in most parts of the country. All the CRS' in the region started broadcasting the jingle on yoga in the first week of April 2021. The jingle was broadcast at least 2-3 times in a day. Some CRS' even broadcast the jingle every hour. Most of the CRS' continued broadcasting the jingle till June 30, 2021; some of the CRS' continued the broadcast even after the project officially came to an end.

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

Language(s)

Initially, the CRS' were provided with a Hindi audio and script of the yoga jingle. The CRS' were given an opportunity to reproduce the jingle in their regional languages or dialects to reach out efficiently to their local communities.

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

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

Methodology

All the CRS' in the region adopted a similar methodology for the project. They broadcast the jingle provided to them. They also created their own programmes based on yoga as the audio programme planned by CEMCA and the Ministry of AYUSH could not be produced owing to the pandemic. Broadcast was the main means of reaching out to the community as narrowcast could not be done because of COVID-19 restrictions in most areas. The CRS' also organized special programmes on the International Day of Yoga 2021 to reach out to the community and promoting yoga. The CYP Course was actively promoted by the CRS' and they helped community members enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRS' also carried out a survey to collect data from the community and uploaded it in the Google Drive folders provided to them by CEMCA.

Activities conducted by CRS' during the project

Apart from the jingle, CRS' did a variety of activities to promote yoga and the International Day of Yoga 2021.

- **Complementary Programmes-** Most of the CRS' did their own programmes on



yoga to complement the Yoga Project.

- **Live Sessions with Yoga Experts-** A few CRS' also brought yoga experts and held interactive live sessions with the listeners.
- **Community Gatherings and Yoga Practice-** CRS' gathered their community members to promote and perform yoga. The CRS' also urged their community members to practice yoga in their own homes. 'yoga Door Karel Rog' by Vasundhara CR is an example of one such endeavour where the CR station created a WhatsApp group with community members. Information about yoga was regularly shared in the group. Community members also shared their experiences on the benefits of yoga.
- **Streaming and Sharing Videos-** CRS' shared the CYP video with community members regularly and streamed the video for groups.
- **Webinars-** Many CRS' 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 2021

- **Promoting CYP and Certification-** The CRS' promoted the CYP Course and urged community members to enrol for the course.
- **Webinars-** Many CRS' organized webinars with yoga experts for their community members. Discussions were held and doubts and misconceptions were clarified.
- **Live Broadcast of DD's IDY programme-** All the CRS' broadcast DD's special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation; this was followed by Dr Ishwar Basavaraddi's live demonstration of yoga practice.
- **Group yoga-** Many CRS' gathered their community members and performed yoga under the guidance of trained yoga practitioners.

- **Contests-** Some CRS' organized fun activities to promote yoga and IDY 2021.

Analysis

- 51 per cent of the participants in the West Zone were female, and 49 per cent were male. Only one participant preferred not to respond to the question.
- Like the national trend, most participants belonged to the age group 15-25 years (37 per cent), 31 per cent belonged to the age group 26-35 years, and 15 per cent belonged to the age group 36-45 years. Together these three age groups formed 83 per cent of the participants. 10 per cent belonged to the age group 46-55 years and 4 per cent belonged to the age group of less than 15 years. 1 per cent belonged to the age group 56-65 years while there were only 17 participants who were aged more than 65 years. 2 per cent of the participants chose not to reveal their age.
- 65 per cent of the participants in the West Zone stated that they lived in rural areas, while 26 per cent of the participants lived in urban areas, and 9 per cent lived in semi-urban areas.
- In stark contrast to the national trend, 49 per cent of the participants did not answer the question related to occupation. Amongst those who answered, a majority of the participants were students (21 per cent). 14 per cent of the participants responded that they were employed in the private sector or with NGOs, 4 per cent stated they were farmers or were engaged in some form of agriculture. 3 per cent were teachers, and another 3 per cent were homemakers. 2 per cent were engaged in some form of business and only 1 per cent were government employees.
- 85 per cent of the participants in the zone stated that they came to know about the CYP Course through the CR. An additional 12 per cent said that they were introduced



to the course by CRS' staff. 1 per cent of the participants said that they came to know of the course from their peer groups and the remaining said that they came to know of the course from social media.

- 19 per cent of the participants registered for the CYP Course in April. In contrast to the national trend, 45 per cent of the participants registered for the course in May, but these numbers fell to 36 per cent in June. Despite this downward trend, West Zone stands first in terms of the number of participants who enrolled for the course.
- A whopping 97 per cent of the participants responded that they would recommend the course to others while only 3 per cent said that they would not do so.
- 98 per cent of the participants in the West Zone accessed the course through their mobile phones. The remaining 2 per cent accessed the course through their laptops.
- 93 per cent of the participants stated that they at least enrolled for the YAP Course. Only 1 per cent progressed to the introduction programme stage. Despite the large number of enrolments, only 2 per cent participants completed the course. 4 per cent participants either did not enrol for the course or preferred not to answer the question.
- Only 35 per cent claimed that they had at least completed the YAP stage. 12 per cent denied completing the course. An astonishing 53 per cent of the participants did not respond to the question.
- 89 per cent of the participants preferred not to respond to the question on why they did not complete the course. Amongst the issues listed, technical issues were the most cited for not completing the course. 4 per cent claimed that they did not complete the course due to reasons not listed in the questionnaire while 2 per cent cited lack of time as the reason for non-completion.

Discussion

Most of the community members reacted enthusiastically when they were informed about the CYP Course and were urged to practice yoga. The huge number of enrolments in the CYP Course is testimony to the enthusiasm of community members. But despite the massive number of enrolments, most participants could not complete the course due to different reasons. Most of them belonged to rural areas and might have faced difficulties in taking an online course. Digital literacy is one of the prime obstacles that results in poor course completion rates. Irrespective of the poor course completion rates, 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

Despite the fact that most of them were severely hit by the COVID-19 pandemic, the CRS' 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 despite the restrictions due to the pandemic. Efforts were made to promote yoga at the grassroot level and help community members reap its benefits. The project would surely have had a far better outreach if the best efforts of the CRS' were not crippled by the extreme situation during the pandemic.

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 2021. Community radio was chosen as the medium to promote the project. CEMCA, along with the Ministry of AYUSH, selected 125 CRS' 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 CRS' promoted the Common Yoga Protocol, which is an online course developed by MDNIY. 27 CRS' were selected from the Central and East Zone from Bihar, Chhattisgarh, Jharkhand, West Bengal, Odisha, and Madhya Pradesh. Out of the 27 CRS' in the Central & East Zone, there were 5 from Bihar, 2 each from Chhattisgarh and Jharkhand, 4 from West Bengal, and 7 each from Odisha and Madhya Pradesh (Table 3.14).

TABLE 3.14: LIST OF CRS' IN THE CENTRAL & EAST ZONE

State/Union Territory	Names of the CRS'	Number of CRS
Bihar	Radio Rimjhim, Radio Mayur, Radio Risarch, Radio Snehi, and Radioactive	5
Chhattisgarh	Radio Samvad and Hamar Radio	2
Jharkhand	Radio Jagriti and Radio Khanchi	2
West Bengal	Radio Mant, Radio Malda, Salesian Radio, and Radio Milan	4
Odisha	Radio Bulbul, SOA CR, Radio Surabhi, Radio Kisan, Radio Namaskar, Radio Muskan, and Radio Sanskar	7
Madhya Pradesh	Radio Time, Sironj CRS, Radio Bundhelkhand, Style FM, Radio Life, Radio Mann, and Chanderi Ki Awaaz	7
Total		27

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.

Approximate number of listeners

It is difficult to ascertain a precise number of listeners for a CRS, but the station in-charges came up with an approximate number based on the population and the range of the respective CRS'. The maximum outreach potential of the CRS' in the zone is listed in Table 3.15.

TABLE 3.15: MAXIMUM POTENTIAL OUTREACH IN THE CENTRAL AND EAST ZONE

State/Union Territory	Number of CRS'	Maximum Outreach Potential
Bihar	5	37,02,200
Chhattisgarh	2	
Jharkhand	2	
West Bengal	4	
Odisha	7	
Madhya Pradesh	7	
Total	27	

Table 3.15 shows that the maximum potential outreach in the Central and East Zone is 37,02,200. This has been calculated on the basis of the information given by the CRS' in their reports.

Mode of transmission

The primary mode of transmission of all CRS' is broadcasting. But, at times, the CRS' 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 of reaching out to community members.

Schedule of the broadcast

The CRS' were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. An audio programme

was also planned to be provided to the CRS' but it could not be produced because of the COVID-19 pandemic that resulted in a lockdown of more than a month in most parts of the country. All the CRS' in the region started broadcasting the jingle on yoga in the first week of April 2021. The jingle was broadcast at least 2-3 times in a day. Some CRS' even broadcast the jingle every hour. Most of the CRS' continued broadcasting the jingle till June 30, 2021; some of the CRS' continued the broadcast even after the project officially came to an end.

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

Language(s)

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

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

All the CRS produced programmes of their own and promoted yoga in their local languages.

Methodology

All the CRS' in the region adopted a similar methodology for the project. They broadcast the jingle provided to them. They also created their own programmes based on yoga as the audio programme planned by CEMCA and the Ministry of AYUSH could not be produced owing to the pandemic. Broadcast was the main means of reaching out to the community as narrowcast could not be done because of COVID-19 restrictions in most areas. The CRS'



also organized special programmes on the International Day of Yoga 2021 to reach out to the community and promoting yoga. The CYP Course was actively promoted by the CRS' and they helped community members enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRS' also carried out a survey to collect data from the community and uploaded it in the Google Drive folders provided to them by CEMCA.

Activities conducted by CRS' during the project

Apart from the jingle, CRS' did a variety of activities to promote yoga and the International Day of Yoga 2021.

- **Complementary Programmes-** Most of the CRS' did their own programmes on yoga to complement the Yoga Project.
- **Live Sessions with Yoga Experts-** A few CRS' also brought yoga experts and held interactive live sessions with the listeners.
- **Community Gatherings and Yoga Practice-** CRS' gathered their community members to promote and perform yoga. The CRS' also urged their community members to practice yoga in their own homes. 'Yoga door kareh rog' by Vasundhara CR is an example of one such endeavour where the CR station created a WhatsApp group with community members. Information about yoga was regularly shared in the group. Community members also shared their experiences on the benefits of yoga.
- **Streaming and Sharing Videos-** CRS' shared the CYP video with community members regularly and streamed the video for groups.
- **Webinars-** Many CRS' 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 2021

- **Promoting CYP and Certification-** The CRS' promoted the CYP Course and urged community members to enrol for the course.
- **Webinars-** Many CRS' organized webinars with yoga experts for their community members. Discussions were held and doubts and misconceptions were clarified.
- **Live Broadcast of DD's IDY programme-** All the CRS' broadcast DD's special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation; this was followed by Dr Ishwar Basavaraddi's live demonstration of yoga practice.
- **Group yoga-** Many CRS' gathered their community members and performed yoga under the guidance of trained yoga practitioners.
- **Contests-** Some CRS' organized fun activities to promote yoga and IDY 2021.

Analysis

- Of the participants in the zone, 59 per cent were male and 41 per cent were female. Only 2 participants chose not to disclose their gender. Unlike the national data, there was a huge gap in the gender composition in the Central and East Zone. This might be because of the differences in availability of resources for accessing the course for both the genders.
- In the Central and East Zone, most of the participants belonged to the age group 26-35 years unlike the national trend where a majority were from the 15-25 years age group. The age group 15-45 years had most of the participants. 11 per cent of the participants chose not to reveal their age. Only 9 per cent of the participants were above 45 years of age.

- 55 per cent of the participants in the zone lived in rural areas while 17 per cent lived in semi-urban areas. Together they formed 72 per cent of the participants. Only 18 per cent resided in urban areas while 10 per cent of the participants chose not to answer the question.
- 19 per cent of the participants were students and 19 per cent were employed in the private sector or with NGOs. 15 per cent of the participants were engaged in some form of business. 9 per cent stated that they were unemployed. 8 per cent belonged to the agricultural sector and 6 per cent were government employees. 11 per cent of the participants did not answer the question.
- 74 per cent of the participants were introduced to the CYP Course by CRS' or their staff. In comparison to the national data, more participants were introduced to the course by secondary sources such as peer groups and social media.
- 23 per cent of the participants enrolled for the course in April. The enrolments increased to 43 per cent in May but dropped to 34 per cent in June. This trend is not consistent with national data.
- 84 per cent of the participants in the zone said that they would recommend the course to others while 16 per cent said that they would not. This is a slight dip in course recommendations when compared to the national data.
- 90 per cent of the participants in the zone used mobile phones to access the course while the remaining participants accessed the course through laptops/PCs.
- 69 per cent of the participants in the zone enrolled for the YAP Course. 11 per cent of the participants reached the introduction programme and an additional 5 per cent proceeded to the *yoga sadhana* stage. 5 per cent of the participants completed

the entire CYP Course. 9 per cent of the participants either did not take the course or preferred not to answer the question. The East and Central Zone showed better course progression when compared to the national trend.

- 58 per cent of the participants completed at least the YAP stage of the CYP Course. The rest of the participants were not able to complete the course.
- 59 per cent of the participants did not state a reason for non-completion of the course. Amongst the reasons cited by the participants, lack of internet facilities was the most common, followed by lack of time and language issues.

Discussion

Community members in the Central and East Zone gave mixed reactions to the project. It was enthusiastically received in the central regions 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. Community members also discussed the difficulties faced in enrolling for an online course due to lack of time or other factors like occupational commitments and lack of internet facilities.

Further initiatives can be taken to promote a culture of yoga and its practise at the grassroot 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

CRS' in the Central and East Zone actively participated in the project. They promoted the CYP Course and encouraged enrolment for the course. Despite the difficulties faced during the pandemic, the CRS' 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 who primarily resided in rural areas and had limited resources to enrol for an online course.

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 2021. Community radio was chosen as the medium to promote the project. CEMCA, along with the Ministry of AYUSH, selected 125 CRS' 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 CRS' promoted the Common Yoga Protocol, which is an online course developed by MDNIY.

25 CRS' were chosen from the South Zone from Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Telangana. Out of the 25 CRS in the South Zone, 2 were from Andhra Pradesh, 3 from Karnataka, 7 from Kerala, 10 from Tamil Nadu, and 3 from Telangana (Table 3.16).

TABLE 3.16: LIST OF CRS' IN THE SOUTH ZONE

State/ Union Territory	Names of the CRS'	Number of CRS
Andhra Pradesh	Radio Vishnu and Radio Ala	2
Karnataka	Sarathi Jhalak, Radio Panchajanya, and Radio Namma Naadi	3
Kerala	Radio Neythal, Radio Macfast, Radio Media Village, Radio Ahalia, Radio Mattoli, Radio Janvani, and Radio DC	7

State/ Union Territory	Names of the CRS'	Number of CRS
Tamil Nadu	Radio Rathinavani, BWDA Community Radio, Anna CR, Loyola FM, Vayalaga Vanoli, Holy Cross FM, Kongu CR, Adirai FM, Kadal Osai, and Sruthi CR	10
Telangana	Radio Manjeera, Radio Guru, and VJMS Awaaz	3
Total		25

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.

Approximate number of listeners

It is difficult to ascertain a precise number of listeners of a CRS, but the station in-charges came up with an approximate number based on the population and the range of the respective community radio stations. The maximum outreach potential of CRS' in the zone is listed in Table 3.17.

TABLE 3.17: MAXIMUM POTENTIAL OUTREACH IN THE SOUTH ZONE

State/Union Territory	Number of CRS'	Maximum Outreach Potential
Andhra Pradesh	2	25,94,800
Karnataka	3	
Kerala	7	
Tamil Nadu	10	
Telangana	3	
Total	25	

Table 3.17 shows that the maximum potential outreach in the South Zone was 25,94,800. This was calculated based on the information given by the CRS' in their reports.





Mode of transmission

The primary mode of transmission of all CRS' is broadcasting. But, at times, the CRS' 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 of reaching out to community members.

Schedule of the broadcast

The CRS' were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. An audio programme was also planned to be provided to the CRS' but it could not be produced because of the COVID-19 pandemic that resulted in a lockdown of more than a month in most parts of the country. All the CRS' in the region started broadcasting the jingle on yoga in the first week of April 2021. The jingle was broadcast at least 2-3 times in a day. Some CRS' even broadcast the jingle every hour. Most of the CRS' continued broadcasting the jingle till June 30, 2021; some of the CRS' continued the broadcast even after the project officially came to an end.

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

Language(s)

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

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

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

Methodology

All the CRS' in the region adopted a similar methodology for the project. They broadcast the jingle provided to them. They also created their own programmes based on yoga as the audio programme planned by CEMCA and the Ministry of AYUSH could not be produced owing to the pandemic. Broadcast was the main means of reaching out to the community as narrowcast could not be done because of COVID-19 restrictions in most areas. The CRS' also organized special programmes on the International Day of Yoga 2021 to reach out to the community and promoting yoga. The CYP Course was actively promoted by the CRS' and they helped community members enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRS' also carried out a survey to collect data from the community and uploaded it in the Google Drive folders provided to them by CEMCA.

Activities conducted by CRS' during the project

Apart from the jingle, CRS' did a variety of activities to promote yoga and the International Day of yoga 2021.

- **Complementary Programmes-** Most of the CRS' did their own programmes on yoga to complement the Yoga Project.
- **Live Sessions with Yoga Experts-** A few CRS' also brought yoga experts and held interactive live sessions with the listeners.
- **Community Gatherings and Yoga Practice-** CRS' gathered their community members to promote and perform yoga. The CRS' also urged their community members to practice yoga in their own homes.
- **Streaming and Sharing Videos-** CRS' shared the CYP video with community members regularly and streamed the video for groups.





- **Webinars-** Many CRS' 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 2021

- **Promoting CYP and Certification-** The CRS' promoted the CYP Course and urged community members to enrol for the course.
- **Webinars-** Many CRS' organized webinars with yoga experts for their community members. Discussions were held and doubts and misconceptions were clarified.
- **Live Broadcast of DD's IDY programme-** All the CRS' broadcast DD's special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation; this was followed by Dr Ishwar Basavaraddi's live demonstration of yoga practice.
- **Group yoga-** Many CRS' gathered their community members and performed yoga under the guidance of trained yoga practitioners.
- **Contests-** Some CRS' organized fun activities to promote yoga and IDY 2021.

Analysis

- 59 per cent of the participants in the South Zone were male and 41 per cent were female. The difference in the number of participants with respect to gender exceeds the difference in the national data by a huge margin.
- 40 per cent of the participants in the South Zone belonged to the age group 15-25 years. 27 per cent belonged to the age group 26-35 years, and 16 per cent belonged to the age group 36-45 years. Together these three categories formed 83 per cent of the participants. Another 10

per cent belonged to the age group 46-55 years and 3 per cent belonged to the age group 56-65 years. There were relatively very few participants in the age groups younger than 15 and older than 65 years.

- 68 per cent of the participants in the South Zone resided in rural areas, 16 per cent resided in semi-urban areas, and 16 per cent resided in urban areas.
- 40 per cent of the participants were students. 14 per cent of the participants were employed in the private sector or with NGOs. 12 per cent were engaged in some form of business and 8 per cent were engaged in agriculture. 8 per cent of the participants were teachers and 6 per cent were homemakers. 5 per cent were government employees and 6 per cent were unemployed.
- 78 per cent of the participants in the zone came to know about the CYP Course through CRS' and their staff. 9 per cent came to know about the course through social media and 8 per cent were introduced to the course by their peer groups. This shows that social media and other sources also played a vital role in the promotion of CYP.
- The enrolment in South Zone was just 2 per cent in April but it rose exponentially to 34 per cent in May and further to 57 per cent in June. 7 per cent of the participants in the survey did not enrol for the course.
- In sync with national data, 90 per cent of the participants stated that they would recommend the course to others and only 10 per cent said that they would not.
- 76 per cent of the participants used mobile phones to access the course. 18 per cent of the participants used a laptop/PC to access the course; this is far more than the rest of the zones.
- 57 per cent of the participants enrolled for the course. 26 per cent of the participants



further proceeded to the introduction programme, *yoga sadhana* or Self-Practice, Assessment and Certification. 6 per cent of the participants claimed to have completed the entire course, which is slightly better than the national average.

- 56 per cent of the participants completed at least the YAP stage while 41 per cent admitted to dropping out of the course.
- Amongst the reasons cited for non-completion, technical issues were the most important reason, followed by lack of time and language issues.

Discussion

During the initial stages of the project, the CRS' faced many challenges. Language barriers was one of the major challenges in the promotion of the CYP Course in the South Zone. Most of the community members said that they were not able to follow the course in Hindi and English. Despite technical and language issues, community members enthusiastically participated in the events related to the project. They were active in the discussions and talks organized by the CRS'.

Conclusion

All the CRS' in the South Zone put in relentless efforts to make sure that the project was a success. This was not an easy task because the penetration and impact of the project was poor in its initial phase owing to issues like language problems and lack of clarity. But persistent efforts by the CRS' helped overcome these problems and they could promote yoga in the community. The enrolment in the CYP Course improved dramatically in the last two months of the project. Even during the pandemic, the CRS' and their staff contributed efficiently to 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 2021. Community radio was chosen as the medium to promote the project. CEMCA, along with the Ministry of AYUSH, selected 125 CRS' 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 CRS' promoted the Common Yoga Protocol, which is an online course developed by MDNIY. Nine CRS' were chosen from the North-East Zone, from Arunachal Pradesh, Assam, Manipur, Tripura, and Sikkim. There are only 11 CRS' in the seven North-Eastern states of India.

The selected CRS' in North-East India are listed in Table 3.18.

TABLE 3.18: LIST OF CRS IN NORTH-EAST ZONE

State/Union Territory	Names of the CRS'	Number of CRS
Arunachal Pradesh	Radio City	1
Assam	Radio Jnan Taranga, Radio Gyanmalinee, Radio Luit, and Radio Bhramaputra	4
Manipur	Radio Nongin and FEEDS CRS	2
Tripura	Friends CR	1
Sikkim	Radio Kanchenjunga	1
Total		9

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.

Approximate number of listeners

It is difficult to ascertain a precise number of listeners of a CRS, but the station in-charges

came up with an approximate number based on the population and the range of the respective CRS'. The maximum outreach potential of CRS' in the zone is listed in Table 3.19.

TABLE 3.19: CRS' MAXIMUM POTENTIAL OUTREACH IN NORTH-EAST ZONE

State/Union Territory	Number of CRS'	Maximum Outreach Potential
Arunachal Pradesh	1	3,93,000
Assam	4	
Manipur	2	
Tripura	1	
Sikkim	1	
Total	25	

Table 3.19 shows that the maximum potential outreach in the North-East Zone was 3,93,000. This was calculated based on the information given by the CRS' in their reports.

Mode of transmission

The primary mode of transmission of all CRS' is broadcasting. But, at times, the CRS' 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 of reaching out to community members.

Schedule of the broadcast

The CRS' were provided with a Hindi version of the yoga jingle; the duration of the jingle was around 1 minute. An audio programme was also planned to be provided to the CRS' but it could not be produced because of the COVID-19 pandemic that resulted in a lockdown of more than a month in most

parts of the country. All the CRS' in the region started broadcasting the jingle on yoga in the first week of April 2021. The jingle was broadcast at least 2-3 times in a day. Some CRS' even broadcast the jingle every hour. Most of the CRS' continued broadcasting the jingle till June 30, 2021; some of the CRS' continued the broadcast even after the project officially came to an end.

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

Language(s)

Initially, the CRS' were provided with a Hindi audio and script of the yoga jingle. The CRS' were given an opportunity to reproduce the jingle in their regional languages or dialects to reach out efficiently to their local communities.

The CRS' in the North-East broadcast the jingle in Hindi. They also produced programmes on their own and promoted yoga in their local languages too.

Methodology

All the CRS' in the region adopted a similar methodology for the project. They broadcast the jingle provided to them. They also created their own programmes based on yoga as the audio programme planned by CEMCA and the Ministry of AYUSH could not be produced owing to the pandemic. Broadcast was the main means of reaching out to the community as narrowcast could not be done because of COVID-19 restrictions in most areas. The CRS' also organized special programmes on the International Day of Yoga 2021 to reach out to the community and promoting yoga. The CYP Course was actively promoted by the CRS' and they helped community members enrol in the course. They also assisted community members through all stages of the course from enrolment to certification. The CRS' also carried out a survey to collect data from the community and uploaded it in the Google Drive folders provided to them by CEMCA.



Activities Conducted by the Community Radio Stations during the project

Apart from the jingle, CRS' did a variety of activities to promote yoga and the International Day of Yoga 2021.

- **Complementary Programmes-** Most of the CRS' did their own programmes on yoga to complement the Yoga Project.
- **Live Sessions with Yoga Experts-** A few CRS' also brought yoga experts and held interactive live sessions with the listeners.
- **Community Gatherings and Yoga Practice-** CRS' gathered their community members to promote and perform yoga. The CRS' also urged their community members to practice yoga in their own homes.
- **Streaming and Sharing Videos-** CRS' shared the CYP video with community members regularly and streamed the video for groups.
- **Webinars-** Many CRS' 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 2021

- **Promoting CYP and Certification-** The CRS' promoted the CYP Course and urged community members to enrol for the course.
- **Webinars-** Many CRS' organized webinars with yoga experts for their community members. Discussions were held, and doubts and misconceptions were clarified.
- **Live Broadcast of DD's IDY programme-** All the CRS' broadcast DD's special live programme on the International Day of Yoga, in which Prime Minister Narendra Modi addressed the nation; this was followed by Dr Ishwar Basavaraddi's live demonstration of yoga practice.

- **Group Yoga-** Many CRS' gathered their community members and performed yoga under the guidance of trained yoga practitioners.
- **Contests-** Some CRS' organized fun activities to promote yoga and IDY 2021.

Analysis

- 53 per cent of the participants in the North-East Zone were male and the remaining 47 per cent were female.
- The age group 26-35 years had the maximum number of participants accounting for 36 per cent of the participants. 31 per cent of the participants belonged to the age group 15-25 years and 21 per cent belonged to the 36-45 years age group. Together these three categories formed 88 per cent of the participants. 9 per cent of the participants belonged to the age group 46-55 years. The rest of the categories were only 3 per cent of the total number of participants.
- 69 per cent of the participants lived in rural areas while 16 per cent lived in semi-urban areas. The remaining 15 per cent lived in urban areas.
- 28 per cent of the participants were students and 23 per cent were engaged in private service or with NGOs. 12 per cent of the participants stated that they were unemployed, and 11 per cent were homemakers. Another 11 per cent were engaged in some sort of business. 7 per cent of the participants were government employees and 5 per cent were teachers.
- CRS' and their staff were responsible for introducing the CYP Course to 96 per cent of the participants. 3 per cent of the participants came to know of the course through social media and 1 per cent came across the course through information from other sources.
- 12 per cent of the participants enrolled for the CYP Course in April. 30 per cent of the

participants enrolled in May; the numbers further rose to 43 per cent in June.

- In contrast to the national trend, only 77 per cent of the participants stated that they were likely to recommend the course to others.
- 80 per cent of the participants used mobile phones to access the CYP Course while 4 per cent of the participants used laptops/PCs. The remaining participants did not respond to this question.
- 37 per cent of the participants enrolled for YAP. 21 per cent of the participants claimed to have followed the course through YouTube links. Most of the participants completed only the YAP stage.
- Only 39 per cent of the participants completed at least the YAP stage while 61 per cent admitted dropping out of the course.
- 22 per cent of the participants cited technical issues as the reason for non-completion. 18 per cent cited lack of time as the reason while 12 per cent stated that they had language issues. 8 per cent of the participants also cited lack of internet facilities.

Discussion

Yoga is not as popular in the North-East as it is in the other parts of the country. The community in the North-East is yet to understand the concepts of yoga and make it a part of their routine. Community members said that they had trouble following the course. Despite these issues and technical glitches, a significant portion of the community members expressed a keen interest in practising yoga. Constant efforts must be made at the grassroot level to develop interest among community members in yoga.

Conclusion

Language issues and lack of clarity affected the penetration and impact of the project in the North-East Zone, but the CRS' in the North-East Zone contributed to the project with utmost dedication. They made effective outreach efforts to promote yoga in their communities. Despite being far less as compared to other zones and being limited because of several factors, the CRS' in the North-East Zone made a significant contribution to the success of the project. They were 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

Conclusion and Recommendations

Yoga is one of the many treasures that the Indian culture has given to the world. Yoga originated on 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 that the practice of yoga, including asanas, postures, breathing practices, chants, and meditation are beneficial for health. Yoga reduces stress and improves immunity and body functions, especially that of the lungs.

Yoga is practised 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 lead a healthy life. As discussed earlier in this report, 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 in post-COVID recovery.

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

Conclusion

Yoga is one of the major fields of indigenous traditions that is promoted and researched by the Ministry of AYUSH. The ministry conceived the Yoga Project as a curtain raiser to the International Day of Yoga 2021. It was also meant to serve as an effective way of maintaining optimum health and remaining physically fit in the time of 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 for promoting yoga at the grassroots level.

The Ministry of AYUSH collaborated with CEMCA for this crucial and significant venture. CRS' were identified as the ideal medium to promote yoga at the grassroots level as they transcend the reach of most forms of mass media in rural areas. CRS' play a vital role in informing and educating the local communities regarding different aspects such as health, agriculture, and disaster management. The project was implemented in an informative and interactive manner to encourage the practice of yoga. The CYP Course was promoted by the CRS' amongst their local communities. The CRS' assisted community members throughout the course. The course was designed in a way to



help people understand yoga and begin its practice, hence aiding its principal objective. A post-course survey was carried out by the CRS' to collect feedback from community members which is essential for further action. The major conclusions inferred from interactions during the project and those from the survey include:

- 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 Ministry of AYUSH's initiative to promote yoga was appreciated by the people.
- The government's initiatives are keenly followed by the people, especially by those in rural areas. They relate to and support such initiatives.
- The Common Yoga Protocol Course was received with great enthusiasm. Nearly 19,000 people enrolled for the course during the three months of the project because of the initiatives taken by the Community Radio Stations. Most of the participants also said that they would recommend the course to others.

Challenges

However, despite CRS' best efforts, there were some factors that impeded the success

of the project. The challenges faced during the project include:

- **COVID-19 and the Subsequent Lockdown:** The project started on April 1, 2021 and faced severe challenges as India saw an exponential rise in COVID-19 cases starting April 2021. This sudden rise resulted in a lockdown in several parts of the country which affected the functioning of all the stakeholders including the Ministry of AYUSH, CEMCA, MDNIY, and CRS'.
- **Technical Issues:** The newly developed website of the Yoga Certification Board had to undergo regular upgradation to meet the demands of the CRS' for promoting the Common Yoga Protocol. Many registrations could not be done in the month of April as the website was under development; hence, the survey and data collection was withheld for the month. Many people were not able to get their registration numbers. There were issues with the certification process and payment gateway; many people were not able to get their certificates., Ministry's technical team and CEMCA's staff left no stone unturned in assisting the CRS' in their efforts to resolve these issues and the process was smooth.
- **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 internet connections, smartphones, or even they don't have personal E-mail IDs.
- **Lack of Digital Literacy:** People, especially in rural areas, who lag behind in digital literacy are yet to learn how to use smart devices 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 very difficult.

- **Clearing the Confusion:** One major task for the ministry, CEMCA, and the CRS' was clarifying the doubts of the participants in CYP. People had to be guided through the procedures on a step-by-step basis. As a result of their relentless efforts, many people were able to be a part of CYP.
- **Language Barriers:** The course is yet to develop versions in languages other than Hindi and English. The unavailability of the course in regional languages affected its outreach to a great extent. In the coming days, as the course becomes available in the 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 CRS', and studying the outcomes of the project, the major recommendations include:

- **Audio programme for CRS':**
An audio programme could be provided to the CRS'. This will help them 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 found 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 CRS':**
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, CRS' can

be used as an effective tool to reach out to the local people.

- **Making the course registrations and timings flexible:**

At present, the course is run in cycles starting on the first of every month and its timings are fixed. An online platform with flexible timings can be developed especially for the purpose of the course so that people can learn at their own pace. It will be helpful if participants can enrol and take the course any time they want to. This will also make enrolments and course completion more convenient for 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 and English. It will be easier for the communities to understand and follow the instructions which are very important for performing 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.

- **Providing the course free of cost:**

Many people are unwilling to pay for an online course. The course can be made available free of cost to the people as this will help reach more people and hence, help in promoting yoga among more people.

- **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. At these centres, some provisions can be made to hire

certified people who have successfully completed the online course.

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Annexures

Annexure 1: List of Community Radio Stations

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
North-East Zone								
1.	Tarhuk SaWmaj	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 +91-9436044226 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 +91-9435529660 sangeeta.kakoty@kkhsou.in	
3.	Gauhati University	EDU	Radio Luit	Gauhati University, Institute of Distance & Open Learning, GUIDOL Building, Jalkukbari, Guwahati-781014	Kamrup Metropolitan	Assam	Dr. Rabintra Sharma +91-8638211518 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, Majjan Borsaikia Gaon, PO Hilodari, Dibrugarh-786002	Kamrup Metropolitan	Assam	Mr. Bhaskar Jyoti Bhuyan +91-9957722184 bhuyan.bhaskar83@gmail.com; contactradiobhramaputra@gmail.com	
5.	Dibrugarh University	EDU	Radio Gyanmalinee	Dibrugarh University, Dibrugarh-786004, Assam	Dibrugarh	Assam	Prof. Nirod Boruah +91-8133841477 borahbinot@gmail.com; mm.phukan87@gmail.com	
6.	Youths Step Forward Centre	NGO	Radio Nongin	Wangjing Bazar, Thoubal, Manipur	Thoubal	Manipur	Mr. Ibungchouba Singh +91-8920654897 ysfc.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 +91-9612159583, +91-8587045342 crsfeeds@outlook.com	

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

S. No.	Name of the Organization	Cate- gory	Name of the CR	Address	District	State	Contact Person	Logo
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 - 173212 City: Solan, State: Himachal Pradesh	Solan	Himachal Pradesh	Mr. Brijender Singh Panwar +91-9218848838 salonigt@gmail.com, brijenderpanwar@gmail.com	
16.	Gunjan Organisation for Community Development	NGO	Radio Gunjan	Gunjan Organisation for Community Development, Tapovan Road, Siddhbari, Tehsil Dharamsala, District: Kara, State: Himachal Pradesh-176057	Kangra	Himachal Pradesh	Mr. Sandeep Parmar +91-9459082624 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 +91-8447780247 rnr107.8fm@gmail.com; director.rnr@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 +91-9811126336 arti@trfindia.org	
19.	Mind Tree School	EDU	Radio Mind Tree	Mind Tree School, Sector 1, Ambala City, State: Haryana 134003	Ambala	Haryana	Mr. Yogesh Jangra +91-8929239292 mindtreeschool@gmail.com, radiomindtree@gmail.com	
20.	Carvan Sanskritik Evam Vikas Manch	NGO	Radio Pragya	Radio Pragya, Padrauna, Kushinagar, State: Uttar Pradesh	Kushinagar	Uttar Pradesh	Mr. Parshuram Shrivastav +91-8874474467 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 - 273001 City: Gorakhpur	Gorakhpur	Uttar Pradesh	Mr. Jaibeer Pratap Singh +91-8009902940 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 – 110049, City: New Delhi, State: Delhi	Mewat	Haryana	Ms. Archana Kapoor +91-9811166297 radiomewat90.4@gmail.com; info@radiomewat.org; archana@radiomewat.org	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
23.	S.M. Sehgal Foundation	NGO	Radio Alfaz-e-Mewat	S.M. Sehgal Foundation, Plot No-34 Sector 44 Institutional Area - 122002 City: Gurugram, State: Haryana	Gurugram	Haryana	Ms. Pooja O. Murada +91-9812529324 poojamurada@smsfoundation.org; sonia.chopra@smsfoundation.org	
24.	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 +91-9839211624 sriv.seema@gmail.com info@voiceofazamgarh.com	
25.	Institute of Management Studies	EDU	Salaam Namaste	Institute of Management Studies, A-8B, Block C, Ims Campus, Sector 62, Noida-District GB Nagar -201303, State: Uttar Pradesh	Gautam Buddh Nagar, Noida	Uttar Pradesh	Ms. Barsha Chhabaria +91-9650723550 info@salaamnamaste.in, vchhabaria@gmail.com	
26.	Sarv Hitay Sansthan	NGO	Radio Badaun	Moh. Maharaj Nagar, Near Nigam Colony, Budaun, State: Uttar Pradesh-243601	Budaun	Uttar Pradesh	Mr. N.P. Singh +91-9760440103 shs.ngo@gmail.com	
27.	Sai Jyoti Gramodhyog Samaj Seva Samiti	NGO	Lalit Lokvani	Lalit Lokvani, Sai Jyoti Gramodhyog Samaj Seva Samiti 417 Gandhi Nagar - 284403 City: Lalitpur, State: Uttar Pradesh	Lalitpur	Uttar Pradesh	Mr. Ajay Shrivastava +91-9648939941 lalitlokvani@gmail.com saijyoti_ltp@rediffmail.com	
28.	Welfare Association for Downtrodden (WADA)	NGO	FM Alive	Radio Alive, Welfare Association for Downtrodden (Wada), 60 Masjid Lane Japura Bhopal – 110014, State: Uttar Pradesh	Aligarh	Uttar Pradesh	Ms. Prabha Gupta +91-7417686390 wada1988@yahoo.com fmalive90.8mhz@gmail.com	
29.	The Energy & Resources Institute	NGO	Kumaon Vani	Kumaon Vani, CRS Address: TRISHA Farm & Kumaon Vani Community Radio Gram Supi, Block Ramgarh, Mukteshwar, Nainital - 263 138, State: Uttarakhand	Nainital	Uttarakhand	Mr. Sumit Bansal +91-9899804990 kumaonvanics@teri.res.in; sumit.bansal@teri.res.in praveen.sharma@teri.res.in	
30.	GB Pant University of Agriculture & Technology	EDU	Pantnagar Janvani	G.B. Pant University of Agriculture And Technology, District: U.S. Nagar, Pantnagar, Uttarakhand – 263145	Udham Singh Nagar	Uttarakhand	Mr. S. K. Kashyap 07500241487 pantnagarjanvani@gmail.com; sanjaykumar0506@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
31.	Uttarakhand Open University	EDU	Hello Haldwani	Uttarakhand Open University Above S.B.I. Kusmkheda - 263139, City: Haldwani, District: Nainital, State: Uttarakhand	Nainital	Uttarakhand	Mr. Bhupen Singh +91-9456324236 durgespant@gmail.com	
32.	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 +91-9696641478 radiokabir@gmail.com	
33.	Noida Lok Manch	NGO	Radio Noida Lok Manch	Noida Lok Manch, D-134 Sector 15 -201301, City: Noida, District: GB Nagar, State: Uttar Pradesh	Gautam Buddh Nagar-Noida	Uttar Pradesh	Mr. Mahesh Saxena +91-9810722102 brahamydv@gmail.com	
34.	Mandakini Ki Awaj Sewa Samiti	NGO	Mandakini ki Awaj	Mandakini Ki Aawaz Kalyan Sewa Samiti Kendra Bhanaj, Po- Machkandi Via-Chandrapuri, Teh-Ukimath - 246425 City: Rudraprayag, State: Uttarakhand, CRS Address: Village Sena Gadsari, PO Uchhadungi via Chandrapuri, Ukhimath, Rudraprayag, Uttarakhand - 246 425	Rudraprayag	Uttarakhand	Mr. Manavendra Negi +91-9837095433 radiomandakini@gmail.com; comm.radiomka@gmail.com	
35.	Basudhanidhi	NGO	Radio Gorakhvani	Ayurveda Asharam Gandhipuram PO, Arogyamandir, City: Gorakhpur, State: Uttar Pradesh	Gorakhpur	Uttar Pradesh	Mr. Nagender Pathak +91-9936492465 90.4gorakhvani@gmail.com	
36.	Janta Kalyan Sansthan	NGO	Radio Ambedkar-nagar	Vill & Post Sehera Jalalpur Tahsil- Bhati, Ara, District: Jaunpur, Uttar Pradesh-22133	Ambedkar Nagar	Uttar Pradesh	Mr. Alok Singh +91-6394115290 radioambekarnagar904@gmail.com	
37.	Swantarta Senani Lokbandhu Ram Murti Pawsey Sewa Nyas Trust	NGO	Dehradun Radio	ITITI Tribal School Vidya Mata Rajrani Marg Vill. Jhajhra, Opp. Vigyan Dham (UCOST), Dehradun -248007, Uttarakhand	Dehradun	Uttarakhand	Mr. Akashdeep +91-8755668806 dehradunradio@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
38.	Aastha Jan Kalyan Evam Vikas Samiti	NGO	Henvalvani CR	Aastha Jan Kalyan Evam Vikas Samiti, Upli Nagani, Hanvel Ghati Po Nagni, - 249175, City: Tehri Garhwal, State: Uttarakhand	Tehri Garhwal	Uttarakhand	Mr. Rajendra Singh Negi +91-9412974251 negihcr@gmail.com henvalvanicr@gmail.com	
39.	Guru Nanak Fifth Centenary School	EDU	Radio Khushi	Guru Nanak Fifth Centenary School Vincent Hill / Shari - La Sardar Mehtab Sih Road - 248179, District: Dehradun, City: Mussoorie State: Uttarakhand	Dehradun	Uttarakhand	Mr. Arjun Kanturiya +91-9927994633 radiokhushi@yahoo.in; radiokhushi@gnfcssociety.com	
40.	Chitkara Educational Trust	NGO	Radio Chitkara	Chitkara Educational Trust SCO 162-163 Sector 9-C Madhya Marg, Chandigarh -160009	Chandigarh	Chandigarh	Mr. Ashutosh Mishra +91-9501105609 ashutosh.mishra@chitkara.edu.in, pankaj.garg@chitkarauniversity.edu.in, radio1078@chitkara.edu.in	
41.	Dakshini Haryana Sanskritik Manch	NGO	Radio Aravali	Dakshini Haryana Sanskritik Manch, B-3 Industrial State Nizampur Road - 123001, City: Narnaul, District: Mahindergarh, State: Haryana	Mahendragarh	Haryana	Mr. Manish Yadav +91-9812466294 radioaravali@gmail.com	
42.	New Shiv Shakti Shikshan Samiti	NGO	Apna Radio	Apna Radio, NEW SHIV SHAKTI SHIKSHAN SamITI DAGAR WALI GALI NEAR BUS STAND CHARKHI DADRI, BHIWANI - 127306 State: Haryana	Charkhi Dadri	Haryana	Mr. Veer Pratap Singh +91-6375963119 apnaradio91.2fm@gmail.com	
43.	Vidya Sagar Academy	NGO	City FM	Mant Road, Raya Mathura, Mathura Uttar Pradesh - 281001	Mathura	Uttar Pradesh	Mr. Jay Prakash Pathak +91-9639008777 ujmaujma@rediffmail.com; cityfm91.2mathura@gmail.com	
44.	KC School of Management & Computer Applications	EDU	KC Community Radio	Kc School of Management & Computer Applications, Karyam Road, Nawanshahr, State: Punjab - 144514	Shaheed Bhagat Singh Nagar	Punjab	Dr. Shabnam +91-6239261149 deancareer@kcinstitutes.com, kcsma@kcinsitutes.com; shabnam-bot@pau.edu	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
45.	Chandigarh University	EDU	Radio Punjab	NH 95, Chandigarh-Ludhiana Highway, Gharuan, Mohali, State: Punjab -140413	Mohali	Punjab	Ms. Nidhi Sharma +91-7307427927 radiopunjab90.0@cumail.in; radiostationhead@cumail.in	
46.	Punjab University	EDU	Radio Jyotirgamaya	School of Communication Studies, Arts Block VII, Panjab University, Sector 14, Chandigarh-160014	Chandigarh	Chandigarh	Prof. Archana R Singh +91-9815009753 puradio@pu.ac.in	
47.	Satguru Foundation	NGO	Deshbhagat Radio	Satguru Foundation, Sco 181-182, Sector 8 C, Madhya Marg, Chandigarh-160009	Chandigarh	Chandigarh	Ms. Sangmitra Singh +91-7087300255 deshbhagatradio@gmail.com	
Central and East Zone								
48.	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 +91-7999543984 ngo.bhagatsingh@gmail.com radiotime90.8@gmail.com	
49.	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 +91-9425520352 mohantyrajendra@gmail.com	
50.	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 +91-9852788291 ayodhayalal@gmail.com, radiorimjhim@gmail.com	
51.	Mayur Kala Kendra	NGO	Radio Mayur	Mayur Kala Kendra, Arya Nagar, Imamganj, Chapra, Saran District-841301, Bihar	Saran	Bihar	Mr. Rohit Kumar +91-9204236176 mayurkalakendra@gmail.com	
52.	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	radorisarchmunger@gmail.com	
53.	Snehi Lokotthan Sansthan	NGO	Radio Snehi	Radio Snehi, Snehi Lokotthan Sansthan, Nai Basti Fatehpur, Shiwajee Nagar, Siwan-841226	Siwan	Bihar	Mr. Madhusudan Pandit +91-9973180418 radiosanehi@gmail.com; snehingo@rediffmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
54.	Vikas Evam Anusandhan Sansthan	NGO	Hamar Radio	Hamar Radio, Vikas Anusandhan Sansthan, Ward No. 13, Satpata, Bishrampur Surajpur -497226	Surajpur	Chhattisgarh	Mr. Vresh Singh +91-9926633733 vireshsng9@gmail.com	
55.	Lokhit	NGO	Radio.Active	Lokhit, 2nd Floor Sumrit Mandal Complex, Netaji Subash Chandra Bose Road, Tilkamanjhi Bhaglpur - 81200	Bhagalpur	Bihar	Mr. Sandeep K Pandey +91-9549000911 radioactivebhagalpur@gmail.com	
56.	Indian Society of Agribusiness Professionals	NGO	Sironj CRS	Indian Society of Agribusiness Professionals, (ISAP), R-289 A Greater Kailash-I – 110048, City: New Delhi State: Delhi	Vidisha	Madhya Pradesh	Mr. Jitendra Sharma +91-9319969042 Jitenderkumar@isapindia.org; sironjcrs@isapindia.org	
57.	Ranchi University	EDU	Radio Khanchi	Director, Community Radio Station, Ranchi University, Near Shaheed Chowk, Morabadi, Ranchi, Jharkhand - 834001	Ranchi	Jharkhand	Mr. Anand Thakur +91-9835056547 registrar@ranchiuniversity.ac.in; radiokhanchi@gmail.com	
58.	Nav Jagriti Yuva Mandal	NGO	Radio Jagriti	Radio Jagriti, Nav Jagriti Yuva Mandal - 825324 City: Giridih, State: Jharkhand	Giridih	Jharkhand	Mr. Rajesh Prasad Sharma +91-9472720772 diymdabari@gmail.com njymindia@gmail.com; radiojagriti@gmail.com	
59.	The Society for Development Alternatives	NGO	Radio Bundhelkhand	The Society for Development Alternatives B-32, Tara Crescent Qutab Institutional Area - 110016 City: New Delhi, State: Delhi	Tikamgarh	Madhya Pradesh	Ms. Vinita Khatri +91-9971507505 vkhatri@devait.org	
60.	Development Institute for Scientific Research, Health & Agriculture (DISHA)	NGO	Radio Bulbul	Kazi Mohalla (Mir Sahi), Purana Bazaar, Dist/ Post- Bhadrak, Odisha - 756100	Bhadrak	Odisha	Mr. Mohd. Niyaz +91-9040181885 radiobulbul@gmail.com	
61.	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, MP – 471001	Chhatarpur	Madhya Pradesh	Mr. Surendra Gupta +91-8871783043 vdksspschhp@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
62	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 +91-7999543984 ngo.pfajks@gmail.com; radiolife90.4@gmail.com	
63.	Siksha 'O' Anusandhan University	EDU	SOA CR	Siksha "O" Anusandhan University 224, Dharma Vihar – 751030, City: Bhubaneswar, District: Khordha, State: Odisha	Khordha	Odisha	Ms. Honey Pattnaik +91-07978080158 soacr@soa.ac.in	
64.	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 +91-7999543984 radiomann90.8@gmail.com	
65.	Indian Institute of Education and Care (IIEC)	NGO	Radio Surabhi	Radio Surabhi, Indian Institute of Education & Care (IIEC) At-29, Dharma Vihar Po-Khandagiri – 751030, City: Khordha, State: Odisha	Nayagarh	Odisha	Mr. Shishir Kumar Das +91-9437051145 Shisirdas.iiec@gmail.com, radiosurabhi8@gmail.com	
66.	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 +91-9938703885 aiddutta@gmail.com; radiokissanod@yahoo.co.in	
67	Manbhumi Ananda Ashram Nitayananda Trust	NGO	Radio Mant	68/7 Purna Das Road, Ward: 86 Police Station: Gariahat, District: Kolkata, State: West Bengal -700029	Purulia	West Bengal	Mr. Nirmalya Mukharji +91-8420011313 mant.kolkata@gmail.com	
68.	Young India	NGO	Radio Namaskar	Radio Namaskar, You India At/Po Konark - 752111 City: Puri, State: Odisha	Puri	Odisha	Mr. N A Shah Ansari +91-9040904904 youngindia@hotmail.com, radionamaskar@gmail.com	
69.	Dadhi Baman Jew Institute for Social action	NGO	Radio Muskan	Dadhi baman jew Institute for Social Action At- Masterpada PO- Phulbani – 762001, City: Kandhamal, State: Odisha	Kandhamal	Odisha	Ms. Sibani Suar +91-9438245758 radiomuskan@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
70.	Community Radio of Kalitala Club	NGO	Radio Malda	Radio Malda, Malda District, West Bengal	Malda	West Bengal	Ms. Payal +91-9593200556 radiomalda90.4fm@gmail.com	
71.	Salesian College Sonada	EDU	Salesian Radio	Salesian College Sonada The Principal Salesian College Po Sonada District, Darjeeling, West Bengal - 734219	Darjeeling	West Bengal	Fr. C M Paul +91-8250283881 cmpaul53@gmail.com; radiomalda90.4fm@gmail.com	
72.	Milan Srijan	NGO	Radio Milan	Milan Srijan Murshed Market, 2 nd Floor P.O.- Amtala, Dist -24 South Parganas – 743398, City: West Beal, State: West Bengal	South Parganas	West Bengal	Mr. Milan Chakraborty +91-9593200469 milansrijan@gmail.com radiomilan90.4fm@gmail.com	
73.	Bunkar Vikas Sanstha	NGO	Chanderi Ki Awaaz	Chanderi Ki Awaaz, Bunkar Vikas Sanstha, Old Bus Stand, Pancham Nagar Colony, Rajghat Road, Chanderi, Ashok Nagar District – 473446, State: Madhya Pradesh	Ashok Nagar	Madhya Pradesh	Mr. Swadesh Samaiya +91-9425768634 chanderikiawaaz@gmail.com, crchanderikiawaaz@gmail.com	
74.	SOURABHA	NGO	Radio Sanskar	At- Lala Sahi, PO/ District- Jagatsinghpur, Odisha - 754103	Khorda	Odisha	Mr. Soumya Rajan Nayak +91-9439439082 radiosanskar@gmail.com	
WEST ZONE								
75.	Sardar Patel University	EDU	Radio Campus	Sardar Patel University, University Road, Vallabh Vidyanagar-388120, District Anand.	Anand	Gujarat	Mr. Paresh Patel +91-9426394349 patelpare@yahoo.com	
76.	Vishwas Dhyan Prabodhini & Research Institute	NGO	Radio Vishwas	Radio Vishwas, Vishwas Dnyan Prabodhini & Research Institute Vishwawishwas Park Sawarkarnagar Gaapur Road – 422013, City: Nashik State: Maharashtra	Nashik	Maharashtra	Mr. Hari Vinayak Kulkarni +91-8380016512 info@vishwasdyanprabodhini.com, vishwasprabodhini@gmail.com, radiovishwas@gmail.com	
77.	Blind Welfare Council	NGO	Radio Awaz	Blind Welfare Council, Mandav Road, Opp. Panchmukhi Hanuman Temple, Dahod - 389151	Dahod	Gujarat	Mr. Abbas Kharodawala +91-7984395752 bwcdahod@gmail.com; radioawajbwcdahod@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
78.	Mahila Seva Trust	NGO	Rudino Radio	Mahila Sewa Trust, Thakorebhai Park, Manipur Village, Sansad Taluka, Ahmedabad District- 382110	Ahmedabad	Gujarat	Ms. Suneeti PraviOn Kumar Sharma +91-7573048886 rudi90.4radio@gmail.com; iasew1905@gmail.com	
79.	Educational Multimedia Research Centre, Gujarat University	EDU	Radio Guruvani	Educational Multimedia Research Centre, Gujarat University, Navrangpura, Ahmedabad-380009	Ahmedabad	Gujarat	Mr. Chirag Kantilal Chauhan +91-9898205233 atsguruvani@gmail.com	
80.	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, City: Pune, State: Maharashtra	Pune	Maharashtra	Ms. Asha More +91-9075197700 Director@Viitindia.Org; vasundharacr@viitindia.org	
81.	DRISHTI	NGO	Radio Nazariya	Drishti, 4th Floor, Misty Chambers, Khanpur, Ahmedabad-380001	Ahmedabad	Gujarat	Mr. Darmyan Drishti +91-9412348580 darmyan.drishti@gmail.com; radionazariya107.8@gmail.com	
82.	Banaskantha District Kelavani Mandal Palanpur	NGO	Radio Palanpur	Banaskantha, District Kelavani Mandal Palanpur 385001 C/O Campus Director G D Modi Vidyasankul Opp. S T Workshop Highway – 385001, City: Palanpur, Banaskantha District, Gujarat	Banaskantha	Gujarat	Mr. Abhijeet Rathore +91-9925393229 radiopalanpur@gmail.com	
83.	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, State: Maharashtra	Pune	Maharashtra	Mr. Anand Deshmukh +91-9657998734 vidyavanicr@gmail.com	
84.	Yeralavani Projects Society	NGO	Yeralvani CR	Yerala Projects Society, Yerala Bhawan, Near Tata Petrol Pump Miraj Road, Vishrambag – 416416, City: Sangli, State: Maharashtra	Sangli	Maharashtra	Mr. Uday Godbole +91-9523035952 yeralavani91.2@gmail.com; yeralaproject@dataone.com	




S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
85.	Mann Deshi Foundation	NGO	Mann Desi Tarang Vahini	Mann Deshi Foundation (Previously known as Mann Vikas Samajik Sanstha) At Post Mhaswad Tal Mann City: Satara, State: Maharashtra	Satara	Maharashtra	Mr. Shivaji Maruti Yadav +91-9403704767 crs@mandeshi.org.in	
86.	Manav Mangal Vikas Samiti	NGO	FM 24	FM 24, Titu Market, Sohna Tauru Road, Bhiwadi, Alwar, Rajasthan- 301019	Alwar	Rajasthan	Ms. Chitra Sharma +91-9079064441 fmbhiwadi@gmail.com	
87.	National Welfare Society	NGO	Radio Vatsagulum	National Welfare Society Patani Chowk - 444505 City: Washim, State: Maharashtra	Washim	Maharashtra	Mr. Irfan A Sayyad +91-9822046488 radiovatsagulum@gmail.com	
88.	Akola College of Journalism	EDU	Radio Cotton City	Akola College Of Journalism At Post Shegaon - 444005 City: Buldhana, State: Maharashtra	Buldhana	Maharashtra	Mr. G S Borkar +91-9423852035 gsborkar@hotmail.com; 90.4fmradio@gmail.com	
89.	Krishi Vigyan Kendra	KVK	Sharada Krishi Vahini	Agricultural Development Trust, Kvk Baramati, Krishi Vigyan Kendra, Malegaon Colony Sharada Nagar, Baramati - 413115, City: Pune, State: Maharashtra	Pune	Maharashtra	Mr. Sunil Sudhakar Shirshikar +91-9422519189 shardaradiobmt@gmail.com	
90.	Snehalaya	NGO	Radio Nagar	Snehalaya, F-239, MIDC, Near Shree Tiles Chowk, Ahmednagar, Maharashtra - 414111	Ahmednagar	Maharashtra	Mr. Devashish Shedge +91-88044486 radionagar@snehalaya.org, info@snehalaya.org, snehadhar@snehalaya.org	
91.	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 +91-8308833898 radiomgm908@gmail.com mgm_college_of_journalism@yahoo.com; radiomgm908@gmail.com	
92.	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, City: Jaipur 302 020, State: Rajasthan	Jaipur	Rajasthan	Ms. Shilpi Goswami +91-9887252888 shilpi.goswami@icfia.org	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
93.	All India Society for Advance Education & Research	NGO	Radio Alwar	All India Society for Advance Education and Research, North Extn, Mia, Alwar—301030, State: Rajasthan	Alwar	Rajasthan	Prof. Alpna Bishnoi +91-8619113639 radioalwar@gmail.com	
94.	Social Work & Research Centre (Barefoot College)	NGO	Radio Tilonia	Barefoot College Tilonia Village Tilonia - 305816 City: Ajmer, State: Rajasthan	Ajmer	Rajasthan	Ms. Aarti Devi +91-6375119209 +91-9425026541 tilonia.radio@gmail.com; bunker.roy1@gmail.com; barefootcollege@gmail.com	
95.	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 +91-9414427054 dayalfoundation.btp@gmail.com	
96.	Kamalnishtha Sansthan	NGO	Kamalvani CR	KamALNISHTHA SANSTHAN, VILLAGE & POST – KOLSIATEHSIL – NAWALGARHDISTRICT – JHUNJHUNU (RAJASTHAN)– 333042 Kamalnishtha Sansthan, Village and Post- Kolsia Tehsil Nawalgarh, District- Jhunjhunu, Rajasthan - 333042	Jhunjhunu	Rajasthan	Dr. D P Singh +91-9413366451 drdp91@gmail.com; kninfo91@gmail.com; kamalvanicrs@gmail.com	
97.	Vaagdhara	NGO	Vaagdhara CR	Vaagdhara Opposite Bvb School, Near Amardeep Nagar Khandu Colony - 327001 City: Banswara, State: Rajasthan	Banswara	Rajasthan	Mr. Jayesh Joshi +91-9414102643 radio@vaagdhara.org; jjoshi@vaagdhara.org;	
98.	Arogya Health Care Research Sansthan	NGO	FM Sikar	Shastri Nagar, Rani Sati Road word no. 26 Sikar, Rajasthan -332001	Sikar	Rajasthan	Mr. Surender Mathur +91-9460910904 fmsikar90.4@gmail.com; sanjeevanihospitalsikar@gmail.com	
99.	Prajapita Brahma Kumaris Ishwariya Vishwa Vidhlaya	NGO	Radio Madhuban	Prajapati Brahma Kumaris Ishwariya Vishwa Vidyalaya, Akash Mahal Near Gyan Sarovar, Mount Abu, Sirohi – 307001, State: Rajasthan	Sirohi	Rajasthan	Mr. Rohit Gupta +91-9414082425 info@radiomadhuban.in	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
100.	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 – 303007, City: Jaipur, State: Rajasthan	Jaipur	Rajasthan	Ms. Mini Mathur +91-9001096031 registrar@jvwu.ac.in; jvwuni@yahoo.com; research@jvwu.ac.in	
SOUTH ZONE								
101.	Coastal Educational Society	NGO	Radio Neythal	Radio Neythal, Karmasadan, Allapey - 688001	Alappuzha	Kerala	Fr. Xavier +91-944654489 fr.xavierka@gmail.com; radioneythal@gmail.com	
102.	Rathinam College of Arts & Science	EDU	Radio Rathinavani	Rathinam College of Arts & Science (Autonomous), Rathinam Techzone Campus, Pollachi Road, Eachanari, Coimbatore, Tamil Nadu - 641021	Coimbatore	Tamil Nadu	Mr. Mukesh Mohankumar +91-8248303235 mukesh.fm@rathinam.in	
103.	SARATHI	NGO	Sarathi Jhalak	Saarathi, No. 29, Upstairs, 28Th Cross 9Th Main, Monotype Banashankari 2nd Stage – 560070, City: Bengaluru, State: Karnataka	Bangalore Rural	Karnataka	Ms. Shamantha D S +91-9845536979 shamanthads@gmail.com; sarathijik@gmail.com	
104.	Vivekananda Vidyavardhaka Sangha	NGO	Radio Panchajanya	Vivekananda Vidyavardaka Saha, Puttur (R), Nehru Nagar, Puttur-574203	Dakshina Kannada	Karnataka	Mr. Venkatesh +91-9844474703 radiopanchajanya@gmail. com	
105.	Bullock-cart Workers Development Association (BWDA)	NGO	BWDA Community Radio	Bullock-Cart Workers Development Association (BWDA) 858 East Pondy Rd - 605602, City: Viluppuram, State: Tamil Nadu	Viluppuram	Tamil Nadu	Mr. A Ashok +91-8870353804 bwdavpm@yahoo.com, bwdabfl@rediffmail.com ashok.a@bwda.org.in	
106.	Narayana Hrudyalaya School of Nursing	EDU	Radio Namma Naadi	No. 258/A, Bommasandra Industrial Area Anekal Taluk, Bengaluru, Karnataka - 562 158	Bangalore Rural	Karnataka	Mr. Varuna K S +91-9008931691 varuna.ks@narayanahealth. org; community.radio@ narayanahealth.org	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
107.	Mar Athanasios College for Advanced Studies	EDU	Radio Macfast	Radio Macfast 90.4, Macfast Campus, Thukalassery, Thiruvalla – 689101, Pathanamthitta (Thiruvalla)	Pathanam-thitta	Kerala	Mr. Sumesh Kumar K S +91-9446034422 principal@macfast.org, radiomacfast@gmail.com	
108.	St Joseph College of Communication	EDU	Radio Media Village	St. Joseph College of Communication, Kurisummoodu Po Chaanacharry - 686104, City: Kottayam, State: Kerala	Kottayam	Kerala	Fr. Jophy Puthenparambu +91--9447968033 mail@radiomediavillage.com	
109.	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 +91-9744153417 radio@ahalia.in	
110.	Wayanad Social Service Society	NGO	Radio Mattoli	Wayanad Social Service Society P.B.No :16, Mananthavady - 670645 City: Wayanad, State: Kerala	Wayanad	Kerala	Fr. Bijo Thomas Karukappally +91-9446034422 radiomattoli@gmail.com	
111.	Academic & Technical Education Development Society (ATEDS)	NGO	Radio Janvani	Academic and Technical Education Development Society Post Office Building, New Mahe (Po) - 673311, City: Kannur, State: Kerala	Kannur	Kerala	Mr. Nirmal Mayyazhi +91-87144490000 janvanifm@gmail.com	
112.	DC School of Management & Technology	EDU	Radio DC	D.C. School of Management And Technology D.C. Kizhakemuri Edam G.S Street – 686001, City: Kottayam, State: Kerala	Kottayam	Kerala	Mr. Saji Kumar P +91-9846518971 radiopgme.cord. tvm@dcschool.net; sajikumarpothencode@gmail.com	
113.	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 Kaligotta +91-9845536979 radiovishnu@gmail.com	

S. No.	Name of the Organization	Cate-gory	Name of the CR	Address	District	State	Contact Person	Logo
114.	Anna University	EDU	Anna CR	Anna Community Radio, Anna University – 600025, City: Chennai, State: Tamil Nadu	Chennai	Tamil Nadu	Mr. Arul Aram +91-9789072466 annacommunityradio@gmail.com	
115.	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 +91-9248040968 radioala90.8f.m@gmail.com; mc trust@live.in	
116.	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 +91-9440881067 sangareddy.bk@gmail.com radiomanjeera@gmail.com	
117.	Integrated Development Organisation	NGO	Radio Guru	Plot No. 302, 3Rd Floor, Iron Shop Raju Complex, Main Road, Kodad, Nalgonda – 508206	Nalgonda	Telangana	Mr. Venkatesh +91-9642838736 idoindia@gmail.com	
118.	Loyola College	EDU	Loyola FM	Loyola College, Nuambakkam, Chennai-600034, Tamil Nadu	Chennai	Tamil Nadu	Ms. Ezhil Selvaraj +91-9642838736 ezhilselvaraj3@gmail.com loyolafm107.4@gmail.com	
119.	Madurai District Tank Farmers Federation	NGO	Vayalaga Vanoli	Madurai District Tank Farmers Federation W5/565, Mdcc Bank First Floor, Trichy Road, Kottampatti, Melur Taluk - 625103 City: Madurai, State: Tamil Nadu	Madurai	Tamil Nadu	Mr. J Mohan +91-9943295985 vayalagavanoli@gmail.com	
120.	Holy Cross College	EDU	Holy Cross FM	Holy Cross College (Autonomous) Teppakulam Post, Tiruchirappalli, State: Tamil Nadu - 620002	Thiruchirappalli	Tamil Nadu	Ms. Shirley Deepak +91-9944457909 holycross_communityradio@yahoo.com, hcctrichyin@yahoo.co.in; hccr90.4@gmail.com	
121.	Kongu Engineering College	EDU	Kongu CR	Kongu Engineering College, Perundurai Perundurai – 638052, City: Erode, State: Tamil Nadu	Erode	Tamil Nadu	Mr. S Maheswaran +91-9842811344 kongucr@gmail.com; kongucrs@kongu.ac.in	
122.	Imam Shafi (Ram) Matriculation Higher Secondary School	EDU	Adirai FM	Imam Shafi (Rah) Matriculation Higher Secondary School, Pattukkottai Road Adirampattinam - 614701 City: Thanjavur, State: Tamil Nadu	Thanjavur	Tamil Nadu	Mr. Kannan +91-8667428947 904@adiraim.in; adirai.fm@gmail.com	

S. No.	Name of the Organization	Category	Name of the CR	Address	District	State	Contact Person	Logo
123.	Nesakkarangal Charitable Trust	NGO	Kadal Osai	Kadal Osai, No.42 East Tank Road Opp. To Chennai Trade Centre – 600089, City: Nandambakkam, District: Chennai, State: Tamil Nadu	Ramanathapuram	Tamil Nadu	Ms. Gayathri Usman +91-9940959358 nesakkarangalcharitabletrust@yahoo.com; kadalosaifmad@gmail.com	
124.	Vanitha Jyoti Mahila Sangam	NGO	VJMS Awaaz	44/2, Sri Sainagar, Saroomagar (Mndl), Balapur (Village), Ranga Reddy (Dist), Hyderabad, Telangana - 500005	Hyderabad	Telangana	Ms. Khamar Rahaman +91-8885000815 khamarrahman32@gmail.com, khamarrahman@gmail.com	
125.	Sri Sankara Arts and Science College	EDU	Sruthi CRS	Sri Sankara Arts and Science College - 631 561 City: Enathur, Kanchipuram, State: Tamil Nadu	Kanchipuram	Tamil Nadu	Dr. Balachandar R K +91-9597402340 admin@sankaracollege.edu.in; sruthicrs90.8@gmail.coms	





Annexure 2- CRS' Broadcast Schedule of Jingle

S. No.	Name of the CR Station	District	State	Jingle Broadcast Timings (01/04/2021 -30/06/21)
1.	Radio City	Papum Pare	Arunachal Pradesh	8.30 am, 2.00 pm, and 6.00 pm
2.	Radio Jnan Taranga	Kamrup Metropolitan	Assam	1.30 pm and 3.30 pm
3.	Radio Luit	Kamrup Metropolitan	Assam	8.30 am, 10.00 am, 11 am, 5.30 pm, 6.30 pm, and 7.58 pm
4.	Radio Bhramaputra	Kamrup Metropolitan	Assam	10 times a day
5.	Radio Gyanmalinee	Dibrugarh	Assam	8.00 am, 11 am and, 3.30 pm
6.	Radio Nongin	Thoubal	Manipur	10 times a day
7.	Radio FEEDS	Senapati	Manipur	9.30 am, 11.30 am, and 1.30 pm
8.	Friends CR	West Tripura	Tripura	8 times a day
9.	Radio Kanchenjunga	West Sikkim	Sikkim	8.15 am and 4.00 pm
10.	Kisan FM	Basti	Uttar Pradesh	7.45 am, 2.00 pm, and 8.30 pm
11.	Radio Sharda	Jammu	J&K	8:10 am, 8:35 am, 10:25 am, and 11:15 am
12.	Vivek CRS	Chandigarh	Chandigarh	10 times a day
13.	Waqt ki Awaaz	Kanpur Dehat	Uttar Pradesh	7.30 am, 12.30 pm, and 7.30 pm
14.	Kuthar Radio	Shimla	Himachal Pradesh	8.00 am, 12.00 pm, and 5.30 pm
15.	Hamara MSPICM	Solan	Himachal Pradesh	Several times a day
16.	Radio Gunjan	Kangra	Himachal Pradesh	6.45 am, 7.45 am, 9.30 am, 12.30 pm, 4.30 pm, and 5.30 pm
17.	Radio Manav Rachna	Faridabad	Haryana	Several times a day
18.	Gurgaon Ki Awaaz	Gurugram	Haryana	10.30 am, 1.30 pm, 6 pm, and 10 pm
19.	Radio Mind Tree	Ambala	Haryana	Several times a day
20.	Radio Pragya	Kushinagar	Uttar Pradesh	7.35 am, 12.00 pm, and 3.00 pm
21.	Radio Gorakhpur	Gorakhpur	Uttar Pradesh	8.00 am, 1.00 pm, and 8.00 pm
22.	Radio Mewat	Mewat	Haryana	6 times a day
23.	Radio Alfaz-e-Mewat	Gurugram	Haryana	9.35 am, 12.05 pm, 8.35 pm, and 9.05 pm
24.	Voice of Azamgarh	Azamgarh	Uttar Pradesh	Several times a day
25.	Salaam Namaste	Gautam Buddha Nagar, Noida	Uttar Pradesh	Several times a day
26.	Radio Badaun	Budaun	Uttar Pradesh	Several times a day
27.	Lalit Lokvani	Lalitpur	Uttar Pradesh	9.00 am, 1 pm, and 5 pm
28.	FM Alive	Aligarh	Uttar Pradesh	3 times a day, between 7 am and 10 am

S. No.	Name of the CR Station	District	State	Jingle Broadcast Timings (01/04/2021-30/06/21)
29.	Kumaon Vani	Nainital	Uttarakhand	Several times a day
30.	Pantnagar Janvani	Udham Singh Nagar	Uttarakhand	6 times a day between 9 am and 5 pm
31.	Hello Haldwani	Nainital	Uttarakhand	Several times a day
32.	Radio Kabir	Sant Kabir Nagar	Uttar Pradesh	1 pm, 2 pm, 6 pm, and 9 pm
33.	Radio Noida Lok Manch	Gautam Buddh Nagar-Noida	Uttar Pradesh	Several times a day
34.	Mandakini ki Awaj	Rudraprayag	Uttarakhand	Several times a day
35.	Radio Gorakhvani	Gorakhpur	Uttar Pradesh	9.00 am, 12.00 pm, and 8.00 pm
36.	Radio Ambedkarnagar	Ambedkar Nagar	Uttar Pradesh	Several times a day
37.	Dehradun Radio	Dehradun	Uttarakhand	7.45 am, 11.35 am, 02.15 pm, and 5.05 pm
38.	Henvalvani CR	Tehri Garhwal	Uttarakhand	19.16 am, 03.55 pm, and 08.45 pm
39.	Radio Khushi	Dehradun	Uttarakhand	Several times a day
40.	Radio Chitkara	Chandigarh	Chandigarh	Twice a day between 9 am and 9 pm
41.	Radio Aravali	Mahendragarh	Haryana	24 times a day
42.	Apna Radio	Charkhi Dadri	Haryana	4 times a day
43.	City FM	Mathura	Uttar Pradesh	10.30 am, 12.00 pm, 4.00 pm, and 8.00 pm
44.	KC Community Radio	Shaheed Bhagat Singh Nagar	Punjab	Several times a day
45.	Radio Punjab	Mohali	Punjab	Several times a day
46.	Radio Jyotirgamaya	Chandigarh	Chandigarh	Several times a day
47.	Deshbhagat Radio	Chandigarh	Chandigarh	Several times a day
48.	Radio Time	Sagar	Madhya Pradesh	Several times a day
49.	Radio Samvad	Raipur	Chhattisgarh	4 times a day
50.	Radio Rimjhim	Gopalganj	Bihar	8.00 am, 9.00 am, 5.00 pm, 7.00 pm, and 9.00 pm
51.	Radio Mayur	Saran	Bihar	8.30 am, 4 pm, and 9.00 pm
52.	Radio Risarch	Munger	Bihar	14 times a day
53.	Radio Snehi	Siwan	Bihar	Several times a day
54.	Hamar Radio	Surajpur	Chhattisgarh	7 am and 9 pm
55.	Radio Active	Bhagalpur	Bihar	7.30 am, 8.30 am, 5.00 pm, and 6 pm
56.	Sironj CRS	Vidisha	Madhya Pradesh	08.10 am, 09.10 am, 1.10 pm, 2.10 pm, and 4.30 pm
57.	Radio Khanchi	Ranchi	Jharkhand	9 am and 10 am



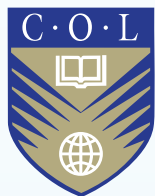
S. No.	Name of the CR Station	District	State	Jingle Broadcast Timings (01/04/2021-30/06/21)
58.	Radio Jagriti	Giridih	Jharkhand	11.15 am, 11.45 am, 5.15 pm, and 5.45 pm
59.	Radio Bundhelkhand	Tikamgarh	Madhya Pradesh	7.00 am, 7.40 am, 5.00 am, and 5.30 am
60.	Radio Bulbul	Bhadrak	Odisha	7.40 am, 8.10 am, 5.40 pm, and 8.20 pm
61.	Style FM	Chhattarpur	Madhya Pradesh	Several times a day
62.	Radio Life	Sagar	Madhya Pradesh	8.00 am and 6.00 pm
62.	SOA CR	Khordha	Odisha	7.00 am, 10.00 am, and 11.00 am
64.	Radio Mann	Vidisha	Madhya Pradesh	6.10 am and 8.00 am
65.	Radio Surabhi	Nayagarh	Odisha	7.00 am, 12.00 pm, 4.00 pm, and 9.00 pm
66.	Radio Kisan	Khordha	Odisha	8.00 am, 8.30 am, 6.00 pm, and 6.30 pm
67.	Radio Mant	Purulia	West Bengal	9.00 am and 3.00 pm
68.	Radio Namaskar	Puri	Odisha	7.30 am, 9.30 am, 5.30 pm, and 8.30 pm
69.	Radio Muskan	Kandhamal	Odisha	Several times in a day
70.	Radio Malda	Malda	West Bengal	8.00 am, 10.00 am, 3.00 pm, and 5.00 pm
71.	Salesian Radio	Darjeeling	West Bengal	9.00 am, 10 am, 12.00 pm, and 1.00 pm
72.	Radio Milan	South Parganas	West Bengal	8.15 am, 9.15 am, 6.15 pm, and 7.15 pm
73.	Chanderi Ki Awaaz	Ashok Nagar	Madhya Pradesh	9.00 am and 6.00 pm
74.	Radio Sanskar	Khorda	Odisha	8.00 am and 7.00 pm
75.	Radio Campus	Anand	Gujarat	8 times a day
76.	Radio Vishwas	Nashik	Maharashtra	10 am and 5 pm
77.	Radio Awaz	Dahod	Gujarat	10.40 am, 12.40 pm, 02.40 pm, and 04.40 pm
78.	Rudino Radio	Ahmedabad	Gujarat	12.00 pm, 3.00 pm, and 6.00 pm
79.	Radio Guruvani	Ahmedabad	Gujarat	Several times a day
80.	Vasundhara CR	Pune	Maharashtra	7.00 am, 7.10 am, 10.15 am, 4.00 pm, 7.15 pm, and 7.30 am
81.	Radio Nazariya	Ahmedabad	Gujarat	10.00 am, 12 pm, 4.30 pm, and 6.00 pm

S. No.	Name of the CR Station	District	State	Jingle Broadcast Timings (01/04/2021-30/06/21)
82.	Radio Palanpur	Banaskantha	Gujarat	8.50 am, 9.30 am, 2.00 pm, and 8.30 pm
83.	Vidyavani CR	Pune	Maharashtra	6 times a day
84.	Yeralvani CR	Sangli	Maharashtra	Several times a day
85.	Mann Desi Tarang Vahini	Satara	Maharashtra	Several times a day
86.	FM 24	Alwar	Rajasthan	8.30 am, 9.30 am, 11.30 am, 5.30 pm, and 6.30 pm
87.	Radio Vatsagulm	Washim	Maharashtra	7 times a day
88.	Radio Cotton City	Buldhana	Maharashtra	7.05 am, 10.05 am, 8.05 pm, and 9.05 pm
89.	Sharada Krishi Vahini	Pune	Maharashtra	7.30 am, 12.00 pm, 2.00 pm, and 7.00 pm
90.	Radio Nagar	Ahmednagar	Maharashtra	8.10 am and 7.30 pm
91.	Radio MGM	Aurangabad	Maharashtra	1.30 pm and 4.00 pm
92.	Radio Seven	Jaipur	Rajasthan	8.00 am, 10.00 am, and 12.00 pm
93.	Radio Alwar	Alwar	Rajasthan	8.30 am, 9.30 am, 7.30 pm, and 8.30 am
94.	Radio Tilonia	Ajmer	Rajasthan	Several times a day
95.	Radio Kisanvani Deeg	Bharatpur	Rajasthan	8 times a day
96.	Kamalvani CR	Jhunjhunu	Rajasthan	7.00 am, 9.00 am, 5.00 pm, and 7.00 pm
97.	Vaagdhara CR	Banswara	Rajasthan	7.30 am, 8.00 am, 10.50 am, 5.30 pm, and 6.30 pm
98.	FM Sikar	Sikar	Rajasthan	6.10 am and 4.10 am
99.	Radio Madhuban	Sirohi	Rajasthan	6 times a day
100.	Jayoti Vani	Jaipur	Rajasthan	8 times a day
101.	Radio Neythal	Alappuzha	Kerala	6.30 am, 12 pm, and 6.30 pm
102.	Radio Rathinavani	Coimbatore	Tamil Nadu	6.00 am, 6.30 am, and 6.15 pm
103.	Sarathi Jhalak	Bangalore Rural	Karnataka	9 am, 11 am, and 6 pm
104.	Radio Panchajanya	Dakshina Kannada	Karnataka	Several times a day
105.	BWDA Community Radio	Viluppuram	Tamil Nadu	7 am, 9 am, 3 pm, and 5 pm
106.	Radio Namma Naadi	Bangalore Rural	Karnataka	8.25 am, 1.20 am, and 5.25 pm
107.	Radio Macfast	Pathanamthitta	Kerala	8 am and 8 pm
108.	Radio Media Village	Kottayam	Kerala	20 times a day
109.	Radio Ahalia	Palakkad	Kerala	10 times a day
110.	Radio Mattoli	Wayanad	Kerala	8.15 am, 12.40 pm, and 8.35 pm

S. No.	Name of the CR Station	District	State	Jingle Broadcast Timings (01/04/2021-30/06/21)
111.	Radio Janvani	Kannur	Kerala	Twice per hour from 6 am to 11 pm
112.	Radio DC	Kottayam	Kerala	10.30 am and 4.00 pm
113.	Radio Vishnu	West Godavari	Andhra Pradesh	7.00 am, 2.00 pm, and 6.00 pm
114.	Anna CR	Chennai	Tamil Nadu	9.00 am, 11.00 am, 12.00 pm, 1.30 pm, and 4.30 pm
115.	Radio Ala	East Godavari	Andhra Pradesh	Several times a day
116.	Radio Manjeera	Medak	Telangana	8.30 am, 10.10 am, and 11.00 am
117.	Radio Guru	Nalgonda	Telangana	15 times a day
118.	Loyola FM	Chennai	Tamil Nadu	9.00 am, 11.00 am, 1.00 pm, and 3.00 pm
119.	Vayalaga Vanoli	Madurai	Tamil Nadu	8 times a day
120.	Holy Cross FM	Thiruchirapalli	Tamil Nadu	12 times a day
121.	Kongu CR	Erode	Tamil Nadu	10 times a day
122.	Adirai FM	Thanjavur	Tamil Nadu	3 times a day
123.	Kadal Osai	Ramanathapuram	Tamil Nadu	24 times a day
124.	VJMS Awaaz	Hyderabad	Telangana	6 times a day
125.	Sruthi CRS	Kanchipuram	Tamil Nadu	8.30 am, 9.30 am, 12.30 am, 3.15 pm, and 3.45 pm



Annexure 3- Survey Questionnaire



CEMCA



आयुष मंत्रालय
Ministry of AYUSH
Government of India



Common Yoga Protocol (CYP) SURVEY QUESTIONNAIRE

Sl. No.:

Data Collection Date:	
Name of the Community Radio Station:	
Name:	
Aadhar Number:	
Phone Number:	
E-mail ID:	

Tick mark whichever is applicable

Items/Questions	Response
Gender	
• Male (M)	
• Female (F)	
• Transgender (T)	
Age (in years)	
• Less than 15	
• 15-25	
• 26-35	
• 36-45	
• 46-55	
• 56-65	
• More than 65	



Items/Questions	Response
Locality	
• Urban	
• Rural	
• Semi-Urban	
Occupation	
• Govt. Service	
• Business	
• Agriculture	
• Teaching	
• Student	
• NGO/Private Service	
• Homemaker/housewife	
• Not working	
Who told you about the Course?	
• Community Radio	
• Peer Group	
• Community Radio Staff	
• Social Media (Facebook/WhatsApp etc.)	
• Other:	
Month of Registration/Enrolment	
• April 2021	
• May 2021	
• June 2021	
Will you recommend this Course to others	
• Yes	
• No	

Tick mark whichever is applicable

Items/Questions	Response
Which device did you use to access the course(s)	
• Mobile Phone	
• Laptop/PC	
• Any other	
Which of the following course(s) did you take? (tick which is/are applicable)	
1. Yoga Appreciation Programme (4 Days) YAP	
2. CYP- Introduction Programme (12 Days) CYP-IP	
3. CYP- Yoga Sadhana (6 Days) CYP-YS	
4. CYP- Self Practice, Assessment & Certification (2 Days) CYP-SPAC	
5. All the four levels: Yoga Volunteer Training Course (24 Days) All	
6. None	
Did you complete the course	
• Yes	
• No	
If No, reasons for not completion	
• No Internet	
• Lack of time	
• Language issues	
• Technical Issues	
• If any other, please state	
Thanks for your participation	



Annexure 4- Script of Jingle

Broadcast Script of Yoga Jingle- Hindi

आओ मिलकर विश्व को मजबूत बनाएं
योग शक्ति को पहचानें तनमन स्वस्थ बनाएं।
चलें ज्ञान के मार्ग पर हम, सत्य को पहचानें,
योग करें हम नित्य ही, ऋषि—मुनियों की मानें।
संदेश यही विश्व के जन—जन में फैलाएं।

आओ मिलकर विश्व को बनाएं
योग शक्ति को पहचानें तनमन स्वस्थ बनाएं।

आसन, प्राणायाम ध्यान से
शरीर मन का सामंजस्य बनाएं।
आलस छोड़ नींद से जागें, स्वयं को आत्मनिर्भर बनाएं

आओ मिलकर विश्व को मजबूत बनाएं
योग शक्ति को पहचानें तनमन स्वस्थ बनाएं।

Annexure 5- Media Coverage

Media Coverage



सिटी भास्कर रायपुर 08-05-2021

कोरोना काल में योग के लिए प्रेरित करने शुरू किया एप्रिशिएशन प्रोग्राम

आप निशुल्क कर सकते हैं 24 दिन का ऑनलाइन शॉर्ट टर्म योग कोर्स

मिटी रिपोर्टर, रायपुर

आयुष मंत्रालय और मोरारजी देसाई राष्ट्रीय योग संस्थान ने कोरोना महामारी से बचाव में योग का महत्व समझाने के मकसद से ऑनलाइन योग एप्रिशिएशन प्रोग्राम की शुरुआत रायपुर में की है।

कृशाभाऊ ठाकरे पत्रकारिता एवं जनसंचार विध्वि के सामुदायिक रेडियो स्टेशन संकाद 90.8 एफएम के जरिए लोगों को इस संबंध में अवगत किया जा रहा है। ये कार्यक्रम विश्व योग दिवस यानी 21 जून तक चलेगा। आयुष मंत्रालय अब भारत सरकार द्वारा प्रमाणित योग के शॉर्ट टर्म कोर्स के माध्यम से लोगों को योग सिखाने का प्रयास भी कर रहा है।

24 दिनों के इस कोर्स का प्रसारण विभिन्न सोशल मीडिया प्लेटफॉर्म पर कर रहे हैं। ऑनलाइन कोर्स पूरा होने पर प्रमाण पत्र भी दिया जा रहा है। विध्वि के सहयोग प्रध्यक्ष डॉ. राजेंद्र मोहंती ने बताया कि इस ऑनलाइन कोर्स को कोई भी व्यक्ति जॉइन कर सकता है। इससे जुड़ने के लिए वेबसाइट yogacertificationboard.nic.in/IDY2021/registration.php पर विजिट कर सकते हैं। रजिस्ट्रेशन फ्री है।

रेडियो अरावली, आयुष मंत्रालय एवं सिमका के योगा ट्रेनिंग कार्यक्रम :संतलाल



नारनौल एनसीआर हरियाणा (अमित कुमार यादव)। नारनौल 11 मई कोरोना के बढ़ते संक्रमण को देखते हुए और कोरोना से लड़ने के लिए आमजन को फिजिकली और मेंटली हेल्थ, स्ट्रॉन्ग होनी चाहिएऔर इन दोनों को स्ट्रॉन्ग रखने में योग सभ से जायदा कारगर है। काफी रिखर्च में भी ये माना गया है की कोरोना से काफी हद तक योग के माध्यम से बचा जा सकता है। आगामी 21 जून को विश्व योग दिवस पर योग के महत्व को जन जन तक पहुंचाने के लिए आयुष मंत्रालय भारत सरकार और सिमका के सहयोग से एक प्रोग्राम लाया गया है, 'कॉमन योग प्रोटोकॉल ट्रेनिंग प्रोग्राम' जिसका उद्देश्य आम जन को योग कौशल का ज्ञान देने, अधिक से अधिक लोगों को योग द्वारा स्वास्थ्य लाभ की जागरूकता बढ़ाने और सकारात्मक स्वास्थ्य को बढ़ावा देने हेतु इस कार्यक्रम को आम जन के लिए सज्जा गया है

प्रचार **उपमंडल के हाट**

Select Edition Raipur City Line Select Date 2021-05-08

Ayush Ministry starts online Yoga Appreciation Programme



Communication University. The programme will run from April 1 till World Yoga Day, i.e. on June 21. The objective of the programme is to create awareness about Yoga in common people and teach them common Yoga protocol. The Ayush Ministry is trying to connect maximum people through the short term course of certified Yoga. The 24-day module will be relayed on every social media platform. Certificates for each online course will also be provided. Anyone can connect to the programme through link <https://yogacertificationboard.nic.in/IDY2021/registration.php>. University Assistant Professor Dr Rajendra Mohanty said anyone can take part in the online course. Registration could be done website of Ayush Ministry or Morarji Desai National Yoga Institute or use the link given above. Considering the importance of research in radio talk show, collection of data from people is also going on.


Staff Reporter
RAIPUR, May 7

GOVERNMENT of India, Ayush Ministry and Morarji Desai National Yoga Institute has commenced online Yoga Appreciation Programme through online Yoga Module to appreciate the role of Yoga in prevention of COVID and to disseminate information in this regard to people. The publicity of this appreciation programme has been done by community radio station 90.8 of Kushabhau Thakre Journalism and Mass



आयुष मंत्रालय व मोरारजी देसाई योग संस्थान ने शुरू किया ऑनलाइन योगा मॉड्यूल

रायपुर। हर साल के अलग अलग मास में योग के शॉर्ट टर्म कोर्स का आयोजन होता है। इस बार कोरोना महामारी के चलते ऑनलाइन कोर्स का आयोजन किया गया है। आयुष मंत्रालय और मोरारजी देसाई योग संस्थान ने ऑनलाइन योगा मॉड्यूल शुरू किया है। इस कार्यक्रम का उद्देश्य आम जन को योग कौशल का ज्ञान देने, अधिक से अधिक लोगों को योग द्वारा स्वास्थ्य लाभ की जागरूकता बढ़ाने और सकारात्मक स्वास्थ्य को बढ़ावा देने हेतु इस कार्यक्रम को आम जन के लिए सज्जा गया है।



वसुंधरा याहिनीवरुन 'योग दूर करेला रोग' उपक्रम

जालंधरी : पुढारी वृत्तिका

'आयुष मंत्रालय द्वारा आयोजित' अर्थात् 'कोविड-19' संक्रमण को रोकने के लिए योग का महत्व समझाने के लिए आयुष मंत्रालय और मोरारजी देसाई योग संस्थान ने ऑनलाइन योगा मॉड्यूल शुरू किया है। इस कार्यक्रम का उद्देश्य आम जन को योग कौशल का ज्ञान देने, अधिक से अधिक लोगों को योग द्वारा स्वास्थ्य लाभ की जागरूकता बढ़ाने और सकारात्मक स्वास्थ्य को बढ़ावा देने हेतु इस कार्यक्रम को आम जन के लिए सज्जा गया है।

By: Swarna Station
May 21, 2021 Page No. 2
newspaper.pudhari.co.in





INTERNATIONAL Day Of
Yoga
21st June 2021

Common Yoga Protocol (CYP) Training Programme

The Common Yoga Protocol was developed by a team of leading Yoga Gurus and eminent experts, which includes safe practices to improve physical, mental, emotional, and spiritual health of the masses. It is one of the most popular Yoga programmes across the world and is widely performed every year on the International Day of Yoga (IDY) on June 21. It is designed for easy learning by common people, irrespective of their age and gender, and can be learnt through simple training sessions and online classes. Hon'ble PM leads the nation in the observation of IDY practicing CYP on June 21 every year.

The MDNIY is now coming out with a CYP Training programme which is designed for easy learning. Further, it offers an opportunity to obtain a Volunteer Certificate from the Yoga Certification Board (YCB), the country's apex body in certification in the field of Yoga.

Objectives of the programme

- To spread the knowledge and skill of Yoga among common people
- To increase mass awareness about the health benefits of Yoga
- To introduce basic well-being principles and practices of Common Yoga Protocol, to common people
- To promote positive health through Yoga
- To propagate Yoga for preventive practices, as an approach to holistic health

The Common Yoga Protocol (CYP) – CYP Volunteer Training Course will have four levels, with overall duration being 36 hours. The details are as given below-

Stage	Practices	Days	Hours
1.	YOGA APPRECIATION PROGRAMME	4 Days	3 Hrs. (45 Mins daily)
2.	CYP – INTRODUCTION PROGRAMME	12 Days	18 Hrs. (1.5 Hours daily)
3.	CYP- YOGA SADHANA	6 Days	9 Hrs. (1.5 Hours daily)
4.	CYP- SELF PRACTICE, ASSESSMENT & CERTIFICATION	2 Days	6Hrs.
YOGA VOLUNTEER TRAINING COURSE		24 Days	36 Hours

The first stage of Common Yoga Protocol (CYP) - Yoga Appreciation Programme (YAP) will commence at 7 am on the 1st of every month followed by the subsequent stages, started from February 2021, and will continue upto June 2021. An Appreciation Certificate will be given after successful completion of YAP. **There will be no participation fee, except a nominal fee of INR 250/- will be charged for volunteer certification by Yoga Certification Board (YCB) after successful completion of CYP Yoga Training Course.** Further, the candidate has to give his or her consent while registering. The event will be streamed live on various social media platforms of MDNIY, MoAYUSH, NIN and CCRYN and the medium of instruction will be in English and Hindi.

For registration please visit www.yogacertificationboard.nic.in/YOY001/

Do you know online resources of CYP are easily available, you can find them on website and social media platforms of MDNIY at www.yogamdniy.nic.in

Ministry of Ayush

Ayush Bhawan
GPO Complex, B Block,
Barapullah Road, 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



Padmasana



Urdhva Hastasana



Anahatahastana



Padmasana



Urdhva Hastasana



Anahatahastana