

# **Developing Community Radio Programmes on Climate Change for Outreach of Climate Proofing Growth and Development (CPGD)**

## **Inception phase Report**

**Submitted by**

**Technology and Action for Rural Advancement (TARA)**



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## Executive Summary

South Asia is disproportionately exposed to the impacts of climate change. The IPCC 5<sup>th</sup> Assessment Report states that climate change, in particular increased risk of floods and droughts, is expected to have severe impact on South Asian countries. The effects of climate change depend as much on the inherent vulnerability of social and ecological systems as on the magnitude of climatic changes. Reducing vulnerability to climate change is an important aspect for securing the health and prosperity of South Asian nations and the region as a whole. Strengthening the links between developments and building resilience could help to improve the level of adaptation in Asia and reduce the risk of ‘maladaptation’ or causing unintended adverse consequences in Asia.

DFID is running a multi-year Climate Proofing Growth and Development (CPGD) programme in Afghanistan, Bangladesh, India, Nepal and Pakistan with Oxford Policy Management Ltd. as the lead to deal with the issues of climate change in South Asia. The Programme aims to improve resilience to climate change effects, especially among the poorest communities of South Asia. In India CPGD program is focusing on Assam, Bihar, Chhattisgarh, Kerala, Maharashtra and Odisha. The outreach component of the project is divided into two phases – inception and second phase to target these communities, using the medium of community radio stations to reach out to the last mile.

The inception phase “Developing Community Radio Programmes on Climate Change for Outreach of Climate Proofing Growth and Development (CPGD)” was from 15<sup>th</sup> February to 15<sup>th</sup> May 2015. This phase was implemented with the help of 29 community radios of Assam, Bihar, Chhattisgarh, Kerala, Maharashtra and Odisha states. The objective of this phase was to build the capacity of community radios on climate change communication to communicate climate change information in locally relevant context.

As a result climate change messages reached to approx. 30, 00,000 people with the help of 29 community radios. 29 community journalists have better understanding on climate change communication. Though the limited timeframe does not allow community radio to go deeper on climate change issues but at least they started noticing and relating their local social issue and its relation with climate change. The learning emerges through this phase that community media can communicate critical climate change issues to the most vulnerable in the context which they can understand and take an action to deal with the impact of climate change.

In this process “The Thirdpole” was a resource agency to build capacities of community radios. And GrammVaani Media Private Limited and Yuva Foundation support in monitoring of community feedback on the broadcasted climate change programme series.

Learning and outcome of inception phase encourages working with the same community in initial second phase and creating a climate change outreach model for replication in wider South Asian community.

## Climate Proofing Growth and Development (CPGD)

South Asia is disproportionately exposed to the impacts of climate change. The IPCC 5<sup>th</sup> Assessment Report states that the rate of global warming has been unprecedented and sea levels have risen faster than at any time during compared to previous decades and millennia. Changing patterns of rainfall or melting snow and ice are altering freshwater systems, affecting the quantity and quality of water available. Climate change will have widespread impacts on South Asians especially those living on the edges.

The IPCC finds that increasing concentrations of greenhouse gases in the atmosphere due to human activities have been the dominant cause of the observed warming since the mid-20<sup>th</sup> century. Current science provides the clearest evidence yet that human activity is changing our climate. The impacts of climate change will influence flooding of settlements and infrastructure, heat-related deaths, and food and water shortages in South Asia. The impacts of climate change on resources or commodities in one place will have far-reaching effects on prices, supply chains, trade, investment and political relations in other places. Climate change will progressively.

Although South Asia has low GHG emissions, climate change has already deeply affected the economic growth and development of the region. About 70% of South Asians live in rural area and account for about 75% of the poor, who are the most impacted by climate change. In South Asia, rapid population growth, urbanisation, economic growth and changes in land use could interact with climate change to increase vulnerabilities. The effects of climate change depend as much on the inherent vulnerability of social and ecological systems as on the magnitude of climatic changes. Reducing vulnerability to climate change will be important in securing the health and prosperity of South Asian nations and the region as a whole. Strengthening the links between developments and building resilience could help to improve the level of adaptation in Asia and reduce the risk of ‘maladaptation’ or causing unintended adverse consequences in Asia.

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Radio is still a prominent communication medium for rural and poor community. Community radio as a localised powerful communication medium not only provides information with entertainment but also provide a platform for community to share their experience to other community members. However, Community radios lack understanding of science, impact and adaptation mechanisms of climate change. But enhanced capacity of community radios on climate change communication can play an important role to create awareness among the community and facilitate greater engagement between these

stakeholders especially the vulnerable sections and women for building their resilience to impacts of climate change.

## Objective of Inception Phase:

To create awareness on climate change and adaptation options for building resilience of poor community of Assam, Bihar, Chhattisgarh, Kerala, Maharashtra and Odisha using community radio an effective mechanism for community communication. The specific objectives were:

- Building capacities of identified community radio on communicating climate change to the vulnerable community.
- Dissemination of locally relevant climate change information to create awareness among the community
- Analysis learning and community feedback to strengthen second phase of CPGD programme.

## Project Process

The project followed an orientation, partnership development, capacity building, programme production and dissemination, monitoring using IVR platform for analytics. Following activities were undertaken to achieve the above mentioned objective:

### Inception Meeting with Community Radios

On 16<sup>th</sup> March 2015 an inception meeting was held with the representatives of the community radios stations. 20 community radios from 6 states participated in the meeting. As a result of this meeting, community radios were provided an understanding about climate change issues and its need for communication. Experience of Development Alternative Group in grassroots climate change communication was also shared. The participating community radio stations were also provided an overview of the project and the process for project partnership.



### Building Partnerships

As the result of Inception meeting 29 community radios came forward to partner for this project.

S.No.	States	Number of community radios partners
1.	Assam	2
2.	Bihar	2
3.	Chhattisgarh	2
4.	Orissa	5
5.	Maharashtra	12
6.	Kerala	6
	<b>Total</b>	<b>29</b>

“Third Pole” was the training partner as a climate change media journalist expert in this project and “GramVaani Media Private Limited” and “Yuva Foundation” partnered as analytics support agency in this process. GramVaani use it “Mobilevaani Technology” to collect feedback of community through IVR system. And Yuva Foundation supported translation of community feedback and analysing the feedback from communities through the IVR platform. GramVaani set up 6 IVR lines for each of the project states for collecting community feedback.

### Capacity Building of Community Radios:

A three day capacity building workshop was organised from 8<sup>th</sup> April to 10<sup>th</sup> April 2015. The objective of the orientation training was to:

- Build capacity of community radio stations to understand region specific climate change issues and its need.
- Building capacity of community radios on effective climate change communications at grassroots level in local language.
- Finalization of key topics for climate change programmes.
- Introducing Mobile Vaani an IVR based platform for monitoring.



25 community radios participated in this workshop. The capacity building workshop provided an overview of climate science and impacts of climate change; how climate change is impacting the six states of Assam, Bihar, Chhattisgarh, Kerala, Maharashtra and Odisha; climate change communication; developing content for climate change for community radios and monitoring content using IVR based systems. Those who were unable to participate in this workshop got oriented by the community radios who participated from their respective states. Apart from this each community radios also build the capacity of their teammates who were involved in the programme production of climate change issues. Outcome of the workshop is: capacity of 29 community radio journalist has been built on climate change communication, now these community journalist started seeing thing from climate change lens also they started relating their local issues like (livelihood, migration, change in agricultural practices and water) with climate change. (Annx 1- Orientation and Capacity Building Workshop of Community Radios on Climate Change Communication Report)

### Information Dissemination:

As a part of the project, each community radio developed and broadcasted 4 programmes each on climate change as per the local need of community. During capacity building workshop a session was on information dissemination in which few guidelines were prepared with the consensus of all participants:



- 4 programmes covered: what is climate change and its causes, local impact of climate change and locally appropriate doable adaptation options.
- Each community radio promoted the climate change series to create awareness amongst the community members.
- Each radio programme incorporated views of community as well as expert to link local issues/challenges of climate change with science and appropriate locally relevant options, striking a balance.
- Each message was communicated through edutainment method so that community can easily absorb these messages.
- A list of non-negotiables was drawn for effective delivery of climate change messages through radios:

<i>Non-negotiables</i>	<i>Negotiables (chose few of them)</i>
<ul style="list-style-type: none"> <li>• Magazine</li> <li>• 20-30 minutes duration of episode</li> <li>• Community Voices</li> <li>• Experts' opinion</li> <li>• RJ/ Announcer Summarisation</li> <li>• Feedback</li> <li>• Analytics using IVR platform + Station Number</li> <li>• Local resources details</li> </ul>	<ul style="list-style-type: none"> <li>• Drama</li> <li>• Music/ Folk Music</li> <li>• Song/ Folk Song</li> <li>• Quiz</li> <li>• Competition – Schools/ Colleges</li> <li>• Felicitation to local champs/ Idols</li> <li>• Formation of local communities</li> </ul>

Programme developed by community radios were more relevant to the local context. Formation and delivery of messages was community oriented that people can easily absorb and grasp these information. *(Annx-2 List of climate change programmes developed by community radios)*

### Monitoring:

Team of core implementation agency (TARA) visited 18 community radios for monitoring on programme development, community feedback and involvement of community in programme production. The visits also provided an understanding of to what extend community radios and community is able to

understand climate change issues. The visits also brought forth that the community radios require more handholding to understand climate change in depth, also lack of available updated resource materials and lack of information of local resource agencies also were challenge during programme production. Although it was a short term intervention for community awareness, the community feedback from the visits brought forth that they found the information useful and relevant in their context and need more related information through community radios.

### **Community Feedback Analysis:**

An IVR based community feedback mechanism was used to know community feedback on the broadcasted climate change series by each community radios. Each state was allotted a specific mobile number to get community feedback. These numbers has to be publicized through community radio or other means and once the listeners called the IVR number, s/he had to respond to six questions. Overall objective of community feedback analysis was to understand:

- Responses of different community on climate change programme series, which is developed and broadcasted by community radios under the inception phase
- Content quality and relevance of the programmes for the listeners of different community radio stations under the pilot
- Scope of improvement in programme content and its delivery in the context of community need and demand to address climate change issues
- Community feedback mechanism for divers community and scope of strengthening community feedback system for community radios

The IVR platform could only be operational for 10 days to collect community feedback given the short duration of the project and time required for setting up the system. As a result, 254 call were received in which Bihar received the maximum number of 81 calls, Kerala 64 calls , Assam 22 calls, Maharashtra 72 calls, Chhattisgarh 12 calls and Odissa only 2 calls. The community radio stations who had used this technology earlier like Bihar got a good response but, rest of the community radios had not used this technology earlier and the time taken by community members and community radio stations to understand and use the technology was longer. On the other hand, there were some operational difficulties to establish functional lines in short duration which causes less number of calls in states like Odisha and Chhattisgarh.

As a response from the community members, they find the programmes relevant to their context in terms of information and delivery method, in Bihar the community was able to relate to the erratic rainfall as an impact of climate change. In Chhattisgarh, they understand impact of climate change on animals like elephant migration patterns and crop productivity. In Kerala, they related to deforestation and shifting cropping pattern as a cause of climate change which creates livelihood insecurity for farmers. In Maharashtra, low availability of water was the major concern for the community. Community of Assam found it very useful with regards to climate change impacting health. Though the community demands more information like what kind of agricultural inputs should be used in these situations, more information or understanding of water harvesting techniques, climate friendly seed and





- Community feedback in different language was a challenge for the project implementation team as well as for community feedback analysis agency. To deal with this challenge an agency was hired to provide language support under this project. Also setting up IVR platform in a short time period for community feedback from 6 different states was a challenge for operational system, which was also dealt by GramVaani by putting more human resource for the same. However, the time duration for operational IVR platform was limited

## Learning's form Inception Phase:

The project brought forth following learnings from its different parts of implementation:

- Grassroots media plays an important role in communicating critical climate change information in simple and understandable language for vulnerable community
- Grassroots media acts as an important intermediary among scientific, government and community to fill climate change communication gap on ground
- Communication through edutainment provides better understanding of a complex issue like climate change in the context of vulnerable community
- Climate change was a new concept for most of the community radios under this project. Community radios have an improved understanding of climate change and its local impact.
- Lack of locally relevant resource material for grassroots community to understand climate change was a major challenge for community radios to understand climate change and its impact in depth.
- Capacity building should be organised using ecosystem specific approach so that learning of climate change can be narrowed down towards more specific understanding
- Though the science of climate change is complex and not easily understandable by everyone in single training session. So community radios require more capacity building modules and handholding on climate change issue
- For sustained and updated climate change communication at ground, a connection of community radios with local climate change agency need to be established for regular information broadcasting and information flow
- Most of the CRs used IVR based analytics system for the first time to collect community feedback, hence an understanding and specific handholding for using such platform should be envisaged
- Community engagement activities like on ground events, using mascots; street plays etc. is required for more grassroots engagement.

## Recommendation for Second Phase:

The second phase of “**Developing Community Radio Programmes on Climate Change for Outreach of Climate Proofing Growth and Development (CPGD)**” aims to improve resilience to climate change effects, especially among the poorest communities in Afghanistan, Bangladesh, India, Nepal and Pakistan through community radios, local journalists and CBOs. Based on the learning of inception phase

these are following component which “Technology and Action for Rural Advancement (TARA)” would like to incorporate in the second phase:

### **Deepen rather than Expand**

As per the learning of inception phase community radios need more and more handholding to understand climate change issue in depth and in local context. A model for outreach need to be developed and tested through India intervention which can be replicated in other countries with some changes. The outreach model can look at an ecosystem approach for effective understanding and outreach of climate change.

### **Audience targeted**

Community radios and local print media journalists and if possible to also include community based organisations will be targeted to reach out community. Community radios will create awareness among the relevant communities, local print media could take forward community radio stories and local impacts of climate change for connecting various stakeholders on local impacts and success stories from ground. Community based organisations can be involved for increasing uptake of adaptations.

### **Information resources**

A basket of climate change adaptation options as per local need will be documented as per different ecosystems for Community radio and CBOs in a compendium of locally relevant adaptation options to provide information base to the community radios and CBOs.

### **Capacity building**

Ecosystem specific capacity building sessions of targeted audience be organized with the help of identified experts. A total of two capacity building session can be organised for each targeted audience.

### **Dissemination**

A series of upto 24 episodes can be developed in local language and broadcasted through community radios and narrowcasted. Upto 6-12 stories on best practices will be published in print media in each state.

### **Community Engagement**

Community engagement is an essential component for resilience building among the community. Various community engagement activity like on ground implementation through reality shows, use of mascots, community talk shows, building village level community journalists and on ground events can be organised with the collaboration of targeted audience.

### **Monitoring**

Local expert be involved to monitor information and messages which will be communicated through community radios and other communication tools. A pre and post implementation assessment of

“changes in practices” will be done through external agency. Mobile/Cloud platforms be used as a community feedback monitoring mechanism on regular basis. Apart from this few other community radios monitoring tools be adopted to monitor communication on ground.

### **Knowledge sharing**

The whole model of outreach will be documented and shared with the larger world for replication through a national workshop.

### **Annexures**

Annexure 1: Orientation and Capacity Building Workshop of Community Radios on Climate Change Communication Report

Annexure 2: List of climate change programmes developed by community radios