



Rural Reality Show

INNOVATIVE | ENTERTAINING | ENGAGING | EFFECTIVE

Outreach strategy on Rural Community Radio to address community-level social, economic and environmental issues

186 participating groups

100 villages in Bundelkhand

5 rounds of the competition

25 winners and change agents

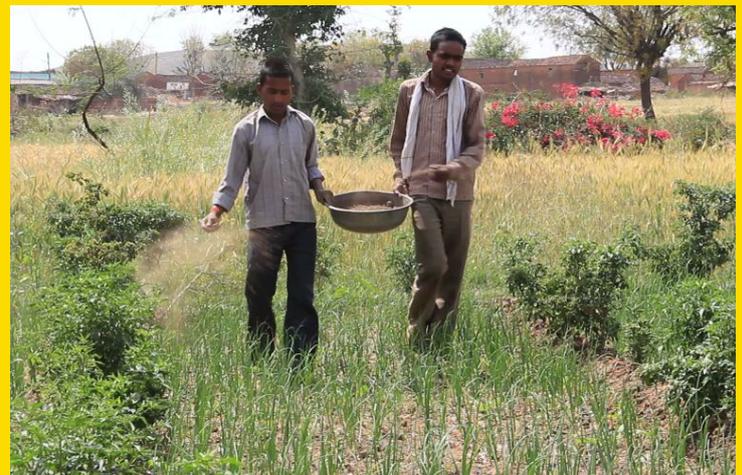
1,00,000+ villagers aware about climate change

855 households embraced climate friendly practices

12 months is all it took

Kaun Banega Shubh Kal Leader

(Who will lead a better future)



'Kaun Banega Shubh Kal Leader' was India's first rural reality competition broadcast on Radio Bundelkhand, Development Alternatives community radio based in Orchha. This show helped in creating awareness on climate change issues and adaptation options in the drought prone region of Bundelkhand in Central India. A mix of education and entertainment approach was used to engage and entertain the audience. Expert and community interviews, talk shows, activity based reporting, folk songs, radio dramas and competitions were interwoven to make the programmes interesting and informative.

Top 25 winners of the competition were trained to take on the role of 'change agents' who are still continuing to influence their community members to adopt climate friendly measures.

Seeing positive results of the application of organic manure on the fields of Prakash Kushwaha and his group (winners of this show), more than 200 farmers from surrounding villages have replaced chemical fertilizers with 'amrit mitti' and 'vermi compost' thereby starting an organic revolution in the climate sensitive Bundelkhand region.

Winner of the 2009
'Development Marketplace Award'
of the World Bank in the
Innovation category



“Impactful” Option for Rural Outreach

Effecting change in rural India is difficult, mainly due to sceptical and unwilling communities, preference towards immediate rather than long term benefits, lack of locally relevant information and high degree of resistance to change.

There was a need for a communication model which **SPEAKS, DEMONSTRATES, ATTRACTS** and **MOTIVATES** people in a way that takes away their cynicism and leads to intrinsic behavioural change. The Rural Reality Show developed on community radio has done all this and more.

The Rural Reality Show’s outreach and behavior change methodology can be implemented for various social, economic and environmental issues. It has proven on ground to be an **effective, quick and highly impactful methodology at comparatively low cost**. This gives rise to deep-rooted change from within the community, as opposed to most programmatic impacts which have a limited shelf life and cost a great deal more.



About Development Alternatives

Since its inception in 1982, Development Alternatives (DA) has acted as a research and action organisation, designing and delivering eco-solutions for the poor and the marginalised. With a deep understanding of the rural market and a strong presence in the Indian heartland, its existence has been a credible and visible one – nationally and internationally – in addressing poverty challenges in a climate-sensitive environment. A pioneer in sustainable development and the first social enterprise in India, DA realised the necessity of establishing several associated organisations working toward distinct goals that converge on the unified ambition of regenerating the environment and creating large-scale sustainable livelihoods.



Implementing the Rural Reality Show A Snapshot

The Rural Reality Show team has developed a portable, easy-to-use format that can be adapted to most local issues. It is a tried and tested format which can be deployed within 9 months.

- Preparing a draft plan of the competition
- Building tempo in the team
- Designing radio formats and plan for broadcasting
- Creating hype through brand building and promotion
- Networking with media
- Launching the competition
- Capacity building of the participants
- Running the elimination rounds
- Organising the final event and declaring the winners
- Handholding of the selected candidates for ensuring sustainability

The Opportunity

The Ministry of Information and Broadcasting, Government of India has plans to roll out **4000 community radios in the country**. Of the 297 Community Radios initiated so far, there are 144 operational community radios run by NGOs across India.

Rural Reality Show can be very effective for themes such as ‘Health and Nutrition of Women’, ‘Water & Sanitation’, ‘Education for Children’, ‘Culture for Youth’ and ‘Governance & Entitlement for Village Committees, Youth and Women’.

To discuss this innovative concept further, please contact:

Communications Solutions Branch

DA World Headquarters

B-32, TARA Crescent, Qutub Institutional Area, New Delhi - 110 016, India

Tel: 91 (11) 2656 4444, 2654 4100, 2654 4200, Fax: 91 (11) 2685 1158

Email: radiobundelkhand@devalt.org, Website: www.devalt.org