



### Radio Bundelkhand Celebrates World Radio Day

**D**evelopment Alternatives' Community Radio Station - Radio Bundelkhand (FM 90.4), Apna Radio Apni Batein, has been the expression of a vision to empower communities since 2008, by facilitating them access to a dedicated spectrum and, together with studio and machinery, providing them with an important medium to air their cultural aspirations, with messages on their social and economic development riding the crests and troughs of the radio waves. The radio station looks at enabling and empowering communities, especially women, young people and marginalised groups, so that they take charge of their own lives as the radio programmes air solutions for fulfilling basic needs like clean water, housing, energy, agriculture and non-farm livelihoods.

13<sup>th</sup> February 2019 marked the World Radio Day. The theme for this year has been Dialogue, Tolerance and Peace. Radio Bundelkhand hosted a special phone-in programme for the listeners of Bundelkhand. Endorsing the theme of dialogue, tolerance and peace, the radio reporters interacted with the listeners and gave them a platform to express their views and experience with the radio programme. The listeners shared that radio has been their all-time entertainment and knowledge giving medium and they prefer it over any other form of entertainment; the reason being they can complete their household chores and simultaneously listen to the radio. They get in-depth knowledge on agriculture, livelihood, government schemes, news, etc. and at the same time enjoy listening to the *Bundeli* songs. The community radio broadcasts programmes that cater to people of all age group and target group – women, children, elderly, youth, farmers, consumers, etc.

Click [here](#) to listen to the live radio!