

Climate Change Communication through Radio Bundelkhand

Radio Bundelkhand is implementing an action research project starting from April 2021. The project is on "Climate Change Communication and Outreach through Radio Programmes and Adversities in Agriculture" in the Bundelkhand regions and being implemented under their existing ShubhKal campaign in partnership with four other community radio stations that are running in four districts of the Greater Bundelkhand i.e. Lalitpur, Ashoknagar, Dehat, and Vidisha. The five radio stations are covering 700 villages and reaches out to approximately eight lakh people. The action research is supported by Azim Premji University.

The project aims to strengthen community knowledge and voices on climate change impacts and adaptation by increasing their input into local research and action at the grassroots. It will enable the communities to share their experiences in coping with and adapting to climate change. The emphasis would be given on strengthening the capacity of community radio reporters to advocate on climate change issues at the community level and beyond.

As a step towards this, the Radio Bundelkhand with other Community Radio Partners, were engaged in the development of the radio programmes of 30 minutes' duration under the close monitor and mentoring of TARA team and GyanJattha members for their expert guidance on the content creation and dissemination. In the month of March and April, the radio reporters actively completed the production and dissemination of 10 radio programmes on climate change issues such as understanding climate change and coping mechanisms under the banner of 'Shubhkal'. The radio teams interviewed farmers, scientists and government officials to capture their perceptions and views about climate change issues and adaptation measures and therefore broadcasted the radio programmes of 30 minutes' using a magazine format. In the third programme, the teams would be talking about the mitigation strategies of climate change and what are the steps taken by the government to control it both at the national and state level. The teams are in the pre-production phase of it, where scripts are being finalised, and aiming to broadcast it in the month of May. The radio programmes have further been used for direct discussion through narrowcasting followed by facilitated focus group discussion sessions between the community and subject experts. The field mobilisers helped in facilitating focus group discussions among the community and the subject expert.



As a part of an outreach activity and knowledge sharing, Radio partners were engaged with media professionals, leverage existing relationships with vernacular and online media to publish and mainstream promising news articles and stories on climate change and related issues. A series of local and national print and online media articles will be published with the support of media members on the virtual network. In the month of April, radio partners were able to publish articles in Yuva Gaurav Newspaper, DainikMadhav Express, Swantantra Bharat, Dainik Bhaskar, Swaraj News, Pradesh Watch, and Aman Yatra. The articles were based on the perspectives and learnings of radio reporters on the Impact of Climate Change on rainfall patterns in Bundelkhand region. The articles also reflected the views of community and the opinions of experts from the same subject area.

The programmes have motivated the community members and have received a good number of feedback from the people.

