

Communicating Climate Change at the Grassroots

Community Radios - Bridging the knowledge gap between communities, scientists and policy makers

Shubh Kal

From Information to Knowledge and Action

4 participating radio stations in Bundelkhand

35 radio reporters trained in climate change journalism

50 radio shows disseminated on climate change issues

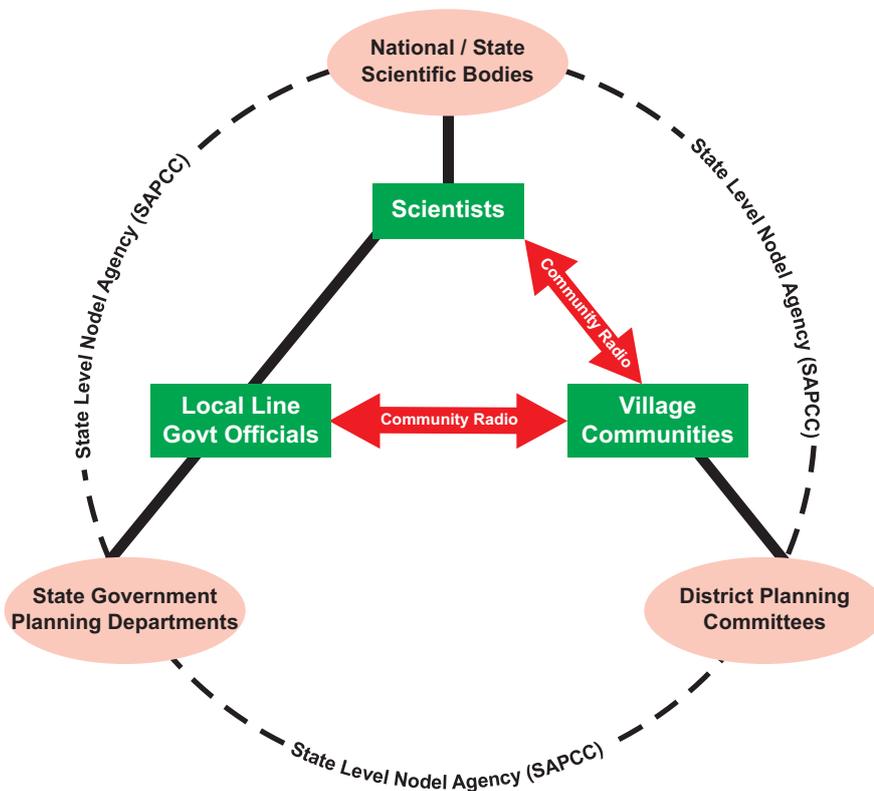
400 villages reached

4,00,000 + villagers made aware about climate change

10 months is all it took



Climate Change Communication Ecosystem



- Community radio reporters trained in climate change journalism serve as an effective two way communication link at the grassroots between farmers, government line department officials and scientific experts from agriculture extension agencies such as Krishi Vigyan Kendras (KVKs).
- At the state level, nodal scientific agencies, government planning departments and district planning committees are expected to work together to integrate climate change concerns in development programmes.
- This is facilitated by the state level nodal agencies for climate change adaptation such as the State Action Plan on Climate Change (SAPCC).

Climate change communication model – a success on the ground

- Strengthened community knowledge and voice on climate change impacts and adaptation by enabling communities to share their experiences in coping with and adapting to climate change
- Increased awareness of the scientific community and government authorities on how climate change is impacting local development
- Addressed concerns of the farming community by bringing their queries and concerns to the scientists and line department government officials
- Disseminated information from the scientists and the government officials on adaptation options and relevant government schemes to the farming community

Shubh Kal (for a better future) is a climate change communication campaign running in Bundelkhand to inform and educate the rural community regarding climate change adaptation options.

A network of four community radios bridge the climate change knowledge gap between local stakeholders in Bundelkhand - an extremely drought prone region of Central India.



Implementing the Climate Change Communication Model at the Grassroots – A Snapshot

1. Build capacities of radio reporters in climate change journalism by conducting workshops to:

- Familiarise reporters with fundamentals of climate change causes and impacts at the global, national and local levels
- Improve their journalistic skills through creative tasks such as conducting mock interviews, producing radio plays and short radio stories
- Teach them how to make interesting and informative climate change programmes

2. Community radios facilitate stakeholder engagement at the grassroots. They:

- Create dialogue between local communities, scientists and local line department officials on climate change issues through the development of radio programmes
- Promote extension services of scientific agencies such as the Krishi Vigyan Kendras (KVKs) and the local government departments such as the agriculture department, the forest department, the irrigation department and the health department
- Communicate voices of the vulnerable communities to the state and national level policy makers and scientists through participation of radio reporters in regional and national workshops

3. Develop radio programmes to help communities adapt to the vagaries of climate change. Radio reporters:

- Chose topics and themes for the radio shows depending on the issues facing their communities
- Interview communities, scientists and government officials to capture their perceptions and views about climate change issues and adaptation measures
- Convert this scientific information into simple and easily comprehensible messages using an edutainment approach and local dialects
- Create radio shows in a magazine format using interviews, radio dramas, jingles and talk shows

4. Community radios disseminate radio programmes:

- Broadcast at times suitable to the communities
- Narrowcast to small listener groups in villages to allow for face to face dialogue and feedback

5. Radio reporters obtain community feedback:

- Through phone, letters and feedback forms
- To enhance quality of radio programmes

The Opportunity

South Asia is extremely vulnerable to the impacts of climate change. There are 14 community radios in Bangladesh reaching out to 1.4 million people and Nepal has over 200 community radios reaching out to 20 million people. India currently has 144 operational community radios reaching out to 4 million people. The Ministry of Information and Broadcasting, Government of India plans to roll out 4,000 more community radios. This climate change communication model has a potential to reach 420 million people (1/3rd of India's current population).

This model can also be successfully used for other themes such as water and sanitation; governance and entitlement; health and nutrition.

