

# Bridging the Communication Gap

Livelihood Needs and Prevailing Opportunities

## Community Based Organisations - Connecting Communities to Relevant Stakeholders

### Outreach

- 1625 villages reached in 5 districts of Madhya Pradesh
- 11,00,000 villagers made aware on livelihood opportunities

### Mode of Outreach

- 6 Community Based Organisations
- 6 Community Radio stations
- Communication Modes Community Radio, Community Fairs, Meetings, Folk Songs, Street Plays and Wall Paintings

### Outputs

- More than 800 livelihood linkages made
- 24 Radio reporters trained on building content on sustainable livelihood opportunities
- 300 audio modules on topics like off-farm and on farm sustainable livelihood options, related schemes and bank credit facilities, developed and disseminated

### Specific Outputs

- 366 individuals linked to Jobs in Government and Private sector under *Deen Dayal Upadhyaya Gramin Kaushal Yojana* (DDUGKY), Security & Intelligence Services (SIS) and corporates
- 212 enterprises setup under National Rural Livelihood Mission (NRLM) and Department of Industries and Commerce, Madhya Pradesh
- 94 trainings under Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Rural Self Employment Training (RSETI)
- 91 individuals linked to banks for loan credit *Mukhya Mantri Swarozgar Yojana* and *Mudra Yojana*

### Time Duration

- 12 months

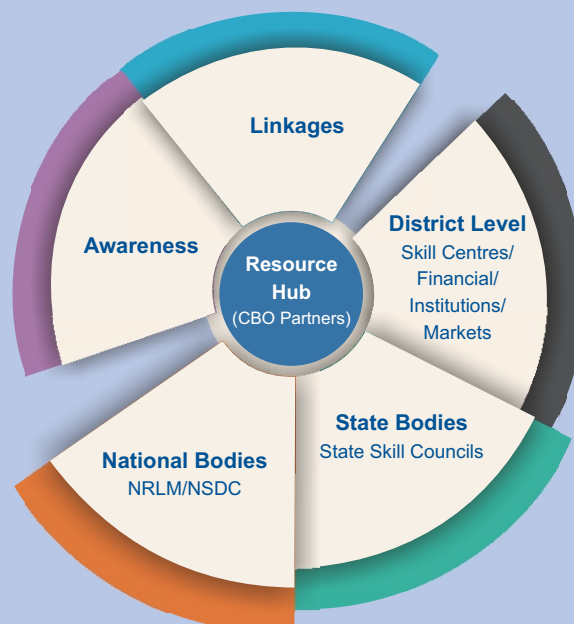


### Approach - Connecting the dots

- Community radio reporters trained in creating awareness on sustainable livelihood options.
- They serve as a communication link between community (women, youth and farmers) and government line departments.
- Agencies and schemes such as RSETI, NRLM, Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDUGKY) and Department of Industries & Commerce are roped in to conduct trainings for the people who need trainings to have livelihood linkages.
- At the state level, community radio stations took support from nodal scientific agencies, government departments and district planning committees to integrate livelihood related concerns and opportunities in development programmes.

## Livelihood Creation Communication Model

- Understand from the communities, their needs and challenges
- Understand available livelihood options and opportunities
- Strengthen capacities of CBO partners and Community Radio teams
- Identify and develop methods, tools to create awareness on livelihood opportunities
- Disseminate content in form of audio modules, street plays, community fairs and wall painting on schemes, training options and other facilities like bank linkages and loans.
- Networking with relevant government and private department and companies for livelihood linkages



## 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 CBOs across India. This livelihood awareness model has a potential to reach 420 million people (1/3rd of India's current population). It can also be successfully used for other themes such as water and sanitation, education governance and entitlement for village committees, youth and women.



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