



अपना रेडियो अपनी बातें

Radio Bundelkhand

Apna radio Apni baatein



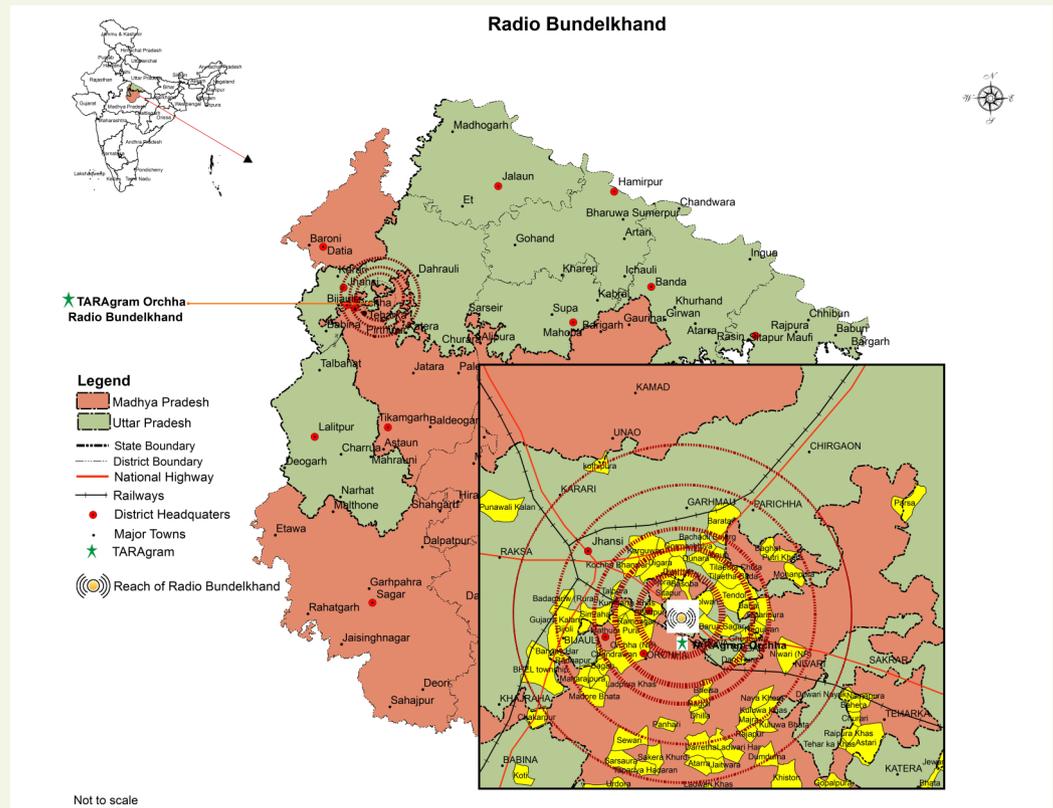


Radio Bundelkhand 90.4 FM,

a community radio is an initiative of Development Alternatives, providing voice to the community in the Bundelkhand region in Central India. Established on 23rd October 2008, Radio Bundelkhand is the first Community Radio Station in Madhya Pradesh and second in India. It has emerged as a people's radio station that provides them with a platform to air their aspirations, concerns and showcase their talent. It's participatory and collaborative approach empowers and builds consensus for change. The radio station is situated in Development Alternatives Appropriate Technology Centre at TARAGram Orchha in Madhya Pradesh.

Reach of Radio Bundelkhand

Radio Bundelkhand covers **150 villages**, reaching out to over **400,000** people of Jhansi, Uttar Pradesh and Tikamgarh, Madhya Pradesh, India



Bridging the Information Gap

- **Enabling and empowering communities**, especially women and youth to become better decision-makers in society.
- Creating awareness and sharing information to encourage participation in local self-governance processes.
- **Providing solutions for fulfilling basic needs** like clean water, housing, energy, literacy agriculture, and off-farm & on-farm livelihood.
- Promoting and preserving the **'Bundeli'** dialect and cultural diversity of Bundelkhand.
- Providing folk music and promoting other folk forms.

Flagship Programmes

- **Kaun Banega ShubhKal Leader:** This was **India's first rural reality show** on climate change. The programme promotes **climate change adaptation** practices such as organic farming, agroforestry, and rainwater harvesting.
- **Gali Gali Sim-Sim:** Sesame Workshop of **Sesame Street** in association with Radio Bundelkhand undertook an initiative to create awareness about the importance of nutrition by creating comic characters in radio programmes for awareness creation.
- **Zaika Bundelkhand Ka:** It was introduced by Radio Bundelkhand to create awareness and inculcate the practice of **smoke-free cooking** in rural India for better climatic conditions. This initiative also promotes **good health** among rural **women**.
- **Bundeli Idol:** A folk-based music competition was organised by Radio Bundelkhand **to promote Bundeli folk songs** and local folk singers of the Bundelkhand Region.
- **Ajeevika:** This programme was introduced by Radio Bundelkhand to create awareness among rural masses about **sustainable livelihood options** thus linking the community to better livelihood opportunities.
- **Corona Se Jung Radio Bundelkhand Ke Sang:** Radio Bundelkhand played a major role in **spreading awareness** about **COVID-19 cohorts**. Radio Programmes were created to make people aware of the vaccine and the dangers of COVID-19.

How we work

The radio station has a unique participatory model of functioning, run jointly by the rural community as well as Development Alternatives. Community people come forward to design and develop the entertainment and informative radio programmes according to their needs. Reporters are selected from within the community, including young girls and men from the deprived classes. These reporters are trained in radio programming and broadcast. The trained community reporters go to the field to record, create and broadcast information packages. There are live phone-in programmes, as well as recorded programmes to encourage rural participation. Time to time trainings and capacity building programmes are organised to enhance their skills.



Management Committee

The Management Committee comprises member representatives from the villages covered and the local agencies responsible for programming issues and decisions. The committee currently has 14 members including Sarpanch, doctors, members of Self Help Groups and farmers. Convening every month, the committee supervises the work of the radio station and regulates the content of the programmes aired by Radio Bundelkhand.

Public Advisory Council (PAC)

The Public Advisory Council convenes once a year and offers advice on sustainability issues and provides endorsement for the community radio. The Council comprises members from district administration, academia, banking sector and All India Radio. The PAC also provides guidance to the radio team for effective functioning and sustainability.

Radio Bundelkhand runs for 11 hours daily

Themes	Name of the Programme	About the Programme
Agriculture	<i>Khet Khalihan</i>	Information for farmers on agricultural trends
Livelihood	<i>Ajeevika</i>	Livelihood opportunities and entrepreneurship
Climate Change	<i>Shubh Kal</i>	Climate change and natural resource management
Community Engagement	<i>Stree Ek Kahani Meri Bhi</i>	Education and empowerment of women
	<i>Udaan</i>	Youth and their ambitions
	<i>Baat Nanhe Dilo ki</i>	Programme for children
	<i>Suno Je Ka Keh Re</i>	Challenges, issues and experiences of the elderly
	<i>Bari Humare Gaon Ki</i>	Platform to share issues and concerns in their villages
Health and Nutrition	<i>Rojai Roj Ki Baten</i>	Women's health
	<i>Amma Ke Chauke se</i>	Cookery show on bundeli cuisine
Culture and Heritage	<i>Humari Sanskriti Humari Virasat</i>	Heritage and monuments of India
	<i>Meri Bundeli Mere Geet</i>	Folk songs
	<i>Lok Rang</i>	
	<i>Rag Bundeli</i>	
Wellness	<i>Hello Saheli</i>	
	<i>Hum Honge Kamyab</i>	Personality development and success stories
	<i>Power of Mind</i>	Yoga for mental health
	<i>Swami Vivekanand</i>	Teachings of Swami Vivekanand
Sports	<i>Khel Khiladi</i>	Information on sports
Awareness	<i>Jago Grahak</i>	Consumer education and rights
News	<i>Aaj ki bat</i>	Live discussion on concurrent news
	<i>Batein Tumhari Humari</i>	Live show on traffic and pollution
	<i>Aas Pas</i>	Interaction with local people
Entertainment	<i>Satransi Re</i>	Bollywood news
	<i>Tarane</i>	Old Hindi songs
	<i>Lot Pot</i>	Comedy
	<i>Baten Chote Parde Ki</i>	Discussion on TV shows
	<i>Kissa Go</i>	Story telling
	<i>Kahani</i>	
	<i>Bhor</i>	Devotional songs
	<i>Angan</i>	Programmes from other community radios
	<i>Kavita</i>	Poetry show

About Development Alternatives

Development Alternatives, the world's first social enterprise dedicated to sustainable development, is a research and action organisation striving to deliver socially equitable, environmentally sound and economically scalable development outcomes.

For more information contact us

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Development Alternatives

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