



Hearing out the Community Perspective on Plastic

On 5th June 2018, to celebrate World Environment Day, the community radio of Development Alternatives (DA), Radio Bundelkhand, broadcasted a special live programme focused on different environmental issues. The main objective of the Live Show was to create awareness among the society regarding the use of plastic in daily life, wedding functions, and every single time. The show highlighted the importance of imposing ban on one-time use plastic, and encouraged the community to avoid the use of plastic. Experts from the Government and All India Radio (AIR) participated in the discussion, along with a huge number of members from the community. They discussed the short-term and long-term effects of plastic on our lives, and alternatives to this material. During the Live Show, Radio Bundelkhand received various calls from the community to share their views, ideas and concerns regarding the environment – some also in the form of creative slogans.

Radio Bundelkhand also started a campaign to combat the issue of 'one time use of plastic and saving the trees'. The entire community joined hands with them to make the movement against plastic a success. The campaign is still on, inviting one and all to share their stories, their ideas for discontinuing the use of plastic, and their learnings from our predecessors on using home-made material or recycled wastes instead of plastic. To be a part of this journey: pick up your phone, give a call on +91 9532543736, and talk on Radio Bundelkhand. You can also listen in directly on our live streaming at: <http://devalt.org/player/player.html>