



Radio Bundelkhand Creates Awareness on Children's Rights

UNICEF and Community Radio Association have started mass awareness campaigns to create awareness on the social evils like child marriage and have started broadcasting 'Childhood Express' radio series on 60 community radio stations across the country. Development Alternatives' Community Radio Station - Radio Bundelkhand (FM 90.4), Apna Radio Apni Batein, has been selected as one of these community radio stations to create awareness to curb social evils like child marriage. The emphasis has been on child marriage prevention and continuing education for children in the series.

Radio Bundelkhand has been the expression of a vision to empower communities since 2008, by facilitating them access to a dedicated spectrum and, together with studio and machinery, providing them with an important medium to air their cultural aspirations, with messages on their social and economic development riding the crests and troughs of the radio waves.

Till date, Radio Bundelkhand has broadcast six programmes pertaining to 'Childhood Express'. In one such endeavour, a community interaction was organised on 19th March 2019 in Radhapur village, District Tikamgarh (Madhya Pradesh) to enlighten the masses on importance of educating children and eradicating child marriage. More than 80 people participated in the interaction. During the programme, Dr Niranjana Sanjay (Health Department) appreciated the efforts of DA in creating awareness on various issues through the community radio and expressed the need to provide right to education for children. Raghvendra Singh (Madhya Pradesh Livelihood Mission) stressed on that the government and other organisations will be striving to bring an equitable society; however, the community also should join hands and take a step towards bringing change in the prevalent mindset and seek a better future. Rakesh Kumar Dubey (Sarpanch, Radhapur), shared the importance of educating children. He also talked about the efforts by the government to abolish child marriage. He encouraged the community members to send their children to school regularly and help them grow and progress in life. Ravi Niranjana (Head Master, Radhapur Primary School, Tikamgarh) said that illiteracy and child marriage are curse in our society and we should come together to eradicate them and look forward to equal and quality education.