



### Fight against corona with Radio Bundelkhand 90.4FM

**R**adio Bundelkhand, the first community radio for Madhya Pradesh is still the dominant media format among poorer communities in rural Bundelkhand. It acts not only as a form of entertainment but also as the main medium of information for many families in the rural communities. Capitalising on the reach and influence of existing community radio stations and information networks in Bundelkhand, Radio Bundelkhand has for over 13 years taken information regarding various issues that influence the lives of the rural population to ground. Radio Bundelkhand has always supported the community in the event of disaster and it was no exception that during the outbreak of the pandemic. During these dark times, Radio Bundelkhand stepped up to provide correct and accurate information to the community.

Since March 2020, Radio Bundelkhand has continuously broadcast for 11 hours daily from 7 am to 6 pm. It has worked hard to eradicate the fear regarding the pandemic by creating awareness about the corona virus and its prevention measures along with the message of the Prime Minister's address, Mann Ki Baat and the news broadcast from AIR. To avoid misconceptions among the people living in the village, Radio Bundelkhand spoke directly to the community through a one and a half hour long live program. The programme brought together district officials, doctors and social workers to answers the questions of the community.

The community radio provided the community a platform to connect with not only experts but also with each other. Be it requests for the arrangement of ration or information on government schemes, were facilitated through the Radio. Radio Bundelkhand did not stop there, it worked to

broadcast information about the guidelines laid down by the government and the government's plan to open vaccination for individuals between 15-18 years. It also promoted COVID vaccination and the Government's Har Ghar Dastak scheme. Radio Bundelkhand ensured to follow COVID appropriate protocols in office including social distance, masks, etc. according to the guideline of the government while working towards the interest of the community. Today there are few COVID cases in the vicinity of Radio Bundelkhand due to the continuous spread of information and appeals to the community to follow COVID appropriate behaviour. Radhi Bundelkhand believes that it is only together that we will defeat Corona and take the country forward.