



POSHAN Abhiyaan by Radio Bundelkhand

Development Alternatives' Community Radio Station - Radio Bundelkhand (FM 90.4), Apna Radio Apni Batein, 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. The radio station looks at enabling and empowering communities, especially women, young people and marginalised groups, so that they take charge of their own lives as the radio programmes air solutions for fulfilling basic needs like clean water, housing, energy, agriculture and non-farm livelihoods.

Radio Bundelkhand was one of the Community Radio Stations, chosen to take forward, India's flagship programme - POSHAN Abhiyan (National Nutrition Mission) launched by the Ministry of Women and Child Development, Government of India. It aims to improve nutritional outcomes for children, adolescents, pregnant women, lactating mothers by leveraging technology, a targeted approach and convergence. Radio Bundelkhand was also given the responsibility of mentoring two CRS - Radio Man and Radio Dhadkan. The month of September 2018, was declared as POSHANMaah, by the government. Radio Bundelkhand has broadcasted eight programmes and four live sessions on the themes of antenatal care, optimal breastfeeding, complimentary feeding, growth monitoring, food fortification, anaemia, hygiene & sanitation and girl child education.

Radio Bundelkhand collaborated with Anganwadis and schools and created awareness through rallies, hand-washing sessions, narrowcasting of radio programme and community awareness meetings. There was an outreach of more than 250 people directly and more than 20 thousand people through radio.