



**K**ashiram Kushwaha, a farmer from Mastapur village, Niwari district, Madhya Pradesh, had to quit his studies to become a breadwinner for his family of five members. Left with no other option, he started farming using traditional methods, which could not make profits.

There are a lot of issues in the region. There is a major water problem in the region, which makes farming difficult, and if the villagers go out for employment, then there is no one to look after their families. Commuting in the village is difficult, making it difficult to get out of the village during the rainy season. Due to this, no government information can easily reach the village. In such a situation, there is only one medium of information for the villagers, i.e., radio.

One day a Radio Bundelkhand team visited Kashiram's village to conduct narrowcasting. Manish Samadhiya and Varsha Raikwar, reporters of Radio Bundelkhand explained the villagers about Radio Bundelkhand.

Radio Bundelkhand runs programmes that make people aware of climate change issues. Kashiram was always at a loss due to traditional farming practices he was following. He listened to the 'Shubhkal programme' on Radio Bundelkhand. Shubhkal is one of our flagship programmes, which talks about different sustainable practices for farmers. The programme revealed that there were many options for cultivation other than wheat and gram, so he decided to cultivate vegetables. Since Kashiram had a passion for farming since childhood, his only drawback was the lack of information. So, this programme really helped him to learn about various climate-resilient farming practices, including the low-water requiring crops.

Kashiram also heard Dr Santosh Pandey, a professor at the Bundelkhand University. He often participates in the radio programme as an expert, giving information on sustainable agriculture practices and informing the villagers about low-water seeds. He also informed villagers on how to do mixed farming.

When the reporters visited the village, Kashiram said in his interview that "we have 5 acres of land, even after that we were not prosperous. We used to grow paddy, wheat, and gram,



which needed more water, but lack of water never allowed farming to flourish here. There have been 12 droughts in Bundelkhand in the last 15 years, which had dire consequences for agriculture in the region. This led to bad financial conditions for the families in the region."

Radio Bundelkhand provided him information about climate-friendly vegetable farming. Also, he was trained in sustainable farming by the agriculture department. The agricultural department in the districts of Tikamgarh, Niwari, Bundelkhand, and Datia conducts various trainings for farmers with the help of agricultural experts and scientists, who inform them about the best agricultural practices to be adopted for better crop production. Through this training, he started cultivating bottle gourd, bitter gourd, pumpkin, arvi, etc.

Now, he uses only 2 acres of land out of the 5 acres to grow vegetables. Now, he earns a good profit by selling vegetables. He thanked Radio Bundelkhand and said, "Due to Radio Bundelkhand, we young farmers are able to carry out sustainable farming and we earn up to 1 lakh rupees in a year." He is currently a happy farmer of Bundelkhand.