



World Earth Day Celebration 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. On 22nd April, on the occasion of World Earth Day, Radio Bundelkhand broadcast a special live-in programme on the theme 'Protect our Species'. During the programme, it was reiterated that all living beings have an intrinsic value and each one plays a unique role in the complex web of life. And it is pertinent for us to live in harmony with nature. However, the reality is that there is rapid reduction of plant and wildlife population, which is directly linked to the causes driven by human activities like climate change, deforestation, habitat loss, unsustainable agriculture, pollution, etc. We need to adopt a healthy way of living – minimum use of plastic, growing trees, conserving water and thus contribute in preserving our planet. The listeners also shared their views on global warming and climate change stating that summers in Bundelkhand were never so much severe as they are today; moreover the greenery has also reduced. So, it is in our hands to create a healthy environment for people and the planet.