

Compendium

Bridging the Digital Divide
for Livelihood and Empowerment



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Development
Alternatives

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Bridging the Digital Divide for Livelihood and Empowerment - A Compendium

Team	:	Mariyam Majeed, Chandra Prakash Niranjana (Development Alternatives)
Team Leaders	:	Zeenat Niazi, Dr. Alka Srivastava
Contributors	:	Community Radio Reporters
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Introduction

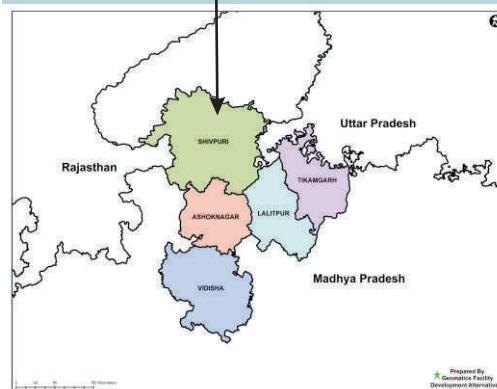
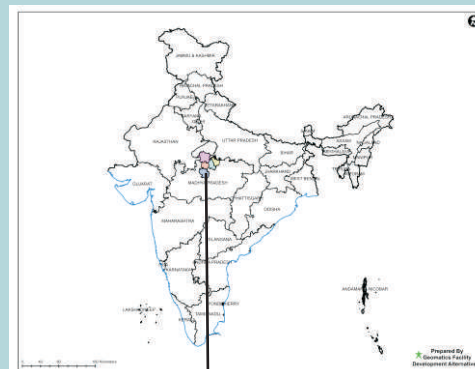
Bundelkhand comprises of 13 districts of Uttar Pradesh and Madhya Pradesh and reflects regional level differences in terms of socio-cultural and linguistic patterns. There is a dearth of studies reflecting status of development and disparities within the regions to promote micro level initiatives and human centred development. The region is one of the underdeveloped regions having greater climate sensitivity, maximum vulnerability and lowest adaptive capacity. Insufficient rainfall has caused diverse effect on the growth of crop production and since a large portion of the region is dependent on agriculture it is leading to poverty, illiteracy, unemployment and extreme situations like migration and even farmer suicide. As many as 1,982 farmers and farm laborers committed suicide in the state of Madhya Pradesh from February 2016 to mid-February 2017. The National Crime Records Bureau indicated the reasons to crop failure, failure to sell produce, inability to repay loans, and other non-agriculture factors such as poverty and property disputes.

Other than farming, the majority of rural households also rely on income from local or inter-state, annual or seasonal migration for work. The community is poorly linked to other sources of sustainable livelihoods (on-farm, off-farm and enterprise based) hence, it was considered essential to create awareness on existing and new sustainable livelihood options to strengthen the communities and facilitate the linking processes to viable sustainable livelihood opportunities.

Development Alternatives in support of Ford Foundation has initiated a project on “Bridging the Digital Divide”, incubating technology innovations and content development of livelihood options. As community based organisations (CBOs) work closely with communities, they play a critical role in understanding and addressing their issues and challenges. The initiative undertaken was to work with CBOs who in turn were supposed to connect communities to expert advice for addressing livelihood concerns and facilitate processes of livelihood linkages. These were the CBOs who were anchoring the community radios so that the gap between people’s information level and existing livelihood options, govt. schemes and programmes can be sustainably reduced.

This project has two components: Technology and Livelihood. Under livelihood component of the project, CBOs (having community radios) worked towards developing and disseminating content on livelihood opportunities. The initiative also facilitated livelihood linkages and provided awareness on livelihood solutions and income generation opportunities. Capacities of

Location of Identified Districts



community based organisations were built to develop and disseminate informative, updated content on sustainable livelihood options through community media platforms and outreach tools. This was to make the communities aware and to facilitate linkages between communities and agencies working on viable sustainable livelihood options appropriate for the region. Assessment, Awareness and Action approach was adopted to create effective communication and outreach to local communities in partnership with the six Community Based Organisations (CBOs) in Bundelkhand region. These partner agencies were identified based on criterion like subject and theme expertise, community engagement results and on the basis of relationship built since 2011, under Bundelkhand knowledge platform of DA.

Six CBO partners are as follows:

S.No	Parent Organisation (CBO)	Radio Station	Location
1	Sai Jyothi Sansathan	Lalit Lokvani	Village Alapur, Block Birdha, District – Lalitpur, Uttar Pradesh
2	Bunkar Vikas Sansthan	Samudyaik Radio Chanderi ki Awaaz	Isagarh, Chanderi Road, Chanderi, Madhya Pradesh
3	Indian Society of Agribusiness Professionals	Kisan Vani	Begum Bagh, Sironj, Madhya Pradesh
4	Samagrah Shiksha Jankalyan Samiti	Radio Mann	Raghusadan Ramdwara, Vidisha, Madhya Pradesh
5	Sambhav Social Service Organisation	Radio Dhadkan	Shri Padam Sambhav Eye Hospital Circular Road, Gwalior Bypass Shivpuri, Madhya Pradesh
6	Development Alternatives	Radio Bundelkhand	TARAGram Orccha, Tigela Mode, District – Tikamgarh, Madhya Pradesh

The communication design for the project was developed in association with partner CBOs. They have helped to link communities with experts for addressing livelihood concerns. The key messages on livelihoods theme were developed during capacity building workshops organized for the partner CBOs. These messages were incorporated in all the communication through the community radios and through other channels for outreach.

During the process, case stories were developed bringing forth the challenges, barriers and social changes in the lives of people of Bundelkhand region, specifically in four districts of M.P. and one district of U.P. (Ashoknagar, Lalitpur, Shivpuri, Tikamgarh and Vidisha). The case story compendium is a compilation of stories from these five intervention districts. The compendium highlights the socio-economic upliftment of individuals who have been benefitted during the course of the project. The case stories collected during the process have helped the project team to get the deeper understanding on the issues of livelihoods of Bundelkhand region.

Parent Organisation : Sambhav Social Service Organisation
Radio station : Radio Dhadkan
Radio Frequency : 107.8

Initiated by Sambhav in collaboration with UNICEF India, Radio Dhadkan is a CR station established on 8th October 2010. Radio Dhadkan aim is to empower the community, especially Sahariya tribal group, to create and access information relative to their local development needs. Radio Dhadkan was developed by Sambhav to serve communities within a 15 km radius of the CR station. The goal was to use Radio Dhadkan to disseminate vital information on several social issues and to use it as a communication tool through which it would incorporate existing organizational initiatives. In 2008, a community needs assessment (CNA) in the Shivpuri area was completed; the purpose of the CNA was to identify community characteristics, including current media usage and local development issues and assess the feasibility of initiating a community radio station. Based on quantitative and qualitative analysis, the CNA indicated that, although radio is major source of information, a variety of barriers hamper access to radio and other media; these barriers include poverty, illiteracy, gender, caste, and lack of electricity.

Radio Dhadkan covers a population of over 130,000 (in 21 villages and urban parts of Shivpuri). Based on community consultation, programmes are created on a number of issues, including employment, water and electricity, education, early marriage, alcoholism, sexism, and corruption. s. During narrowcasting, radio programmes are played on a portable tape player and feedback regarding programmes is elicited from listener groups; based on this feedback, programmes are modified for broadcast. An integral part of this process is the contribution of experience, knowledge, and folk music from the community. As such, field reporters record interviews, songs, and poems. Since its inception Radio Dhadkan has been a part of projects like Project *Axshya*, *Aajeevika*, *Shubh Kal Gali Gai Sim Sim* and organisations like BBC World Service Trust, Sesame Street, Development Alternatives and Australian Aid.





Parent Organisation : Sai Jyothi Sansathan
Radio Station : Lalit Lokvani
Radio Frequency : 90.4

Lalit Lokvani is a community radio station in Alapur village of Lalitpur district in Uttar Pradesh, catering to the needs of 120 villages in a 15 km radius. It was established in August 2007 and reaches about 2.5 lakh listeners spread across villages of Madhya Pradesh and Uttar Pradesh. Lalit Lokvani invites SHGs members, voluntary organisations, and members from listeners groups, child reporters and PRIs members to be a part of the CRS. Lalit Lokvani has been using active strategies to engage the community well before the actual establishment of the CR station, including doing the needs assessment, planning and programme implementation stages. It is truly run as per the letter and spirit of the Community Radio Policy Guidelines. The CRS has strived to not only work closely with the community, but also ensure that the local oral tradition and folk heritage is well documented, digitized and conserved.

Parent Organisation : Bunkar Vikas Sansthan
Radio station : Samudyaik Radio Chanderi ki Awaaz
Radio Frequency : 90.4

Chanderi ki Awaaz is a realization of the vision of young dynamic volunteers to enliven and energise their town with a new sound blending into the daily hum—the voice of its people on air. Chanderi ki Awaaz was launched on 27th March 2010. It reflects the spirit of community media as it has been initiated by Bunkar Vikas Sanstha and will be run by community youth team. The strengths of Chanderi ki Awaaz lie in the varied background of the volunteers team, which include students, weavers, home makers, teachers, shopkeepers and technicians, Muslim, Hindu, Jain, men and women. These are multidimensional and working people coming together as a cohesive team, committing team to work for a cause.

Prior to the launch of the Community Radio Station, the organisation has been engaged in training on community radio programme production and sharing through the internet and narrowcasting among the community members. This organisation is a cooperative of the Chanderi weavers. The CRS broadcasts for 4 hours every day between 7:00 – 9:00 am and 5:00 – 7:00 pm and broadcasts programmes that cover all sections of the community in Chanderi.

The Bunkar Vikas Sanstha was formed on 25 February 2004 by UNIDO (United Nations Industrial Development Organisation) as a non-profit organisation. The objective was to ensure overall development of local weavers in the field of education, technical knowledge and weaving. UNIDO Delhi provided help in fulfilling these objectives.

In 2007, a community multimedia centre was started with the help of UNIDO and UNESCO for the weavers' families and children where 200 children were trained in services like basic computer, photocopy, internet, fax, etc. In the meanwhile, One World South Asia gave them information on the basics of the community radio such as why it is necessary for communities. This was done through a training session held on 14 February 2008 by One World South Asia, Delhi.

Parent Organisation : Development Alternatives

Radio station : Radio Bundelkhand

Radio Frequency : 90.4

Radio Bundelkhand 90.4 FM, a community radio is an initiative of Development Alternatives providing voice to the community in the Bundelkhand region in Central India. Established on 23rd October 2008, in Development Alternatives Appropriate Technology Centre at TARAGram Orchha in Madhya Pradesh, this community radio acts as a vehicle for the underprivileged to be heard, be informed, shape knowledgeable opinion and become decisive agents in their own development. It is a unique initiative as it is demand driven and based on the needs of the community it serves. Radio Bundelkhand covers 150 villages, reaching out to over 200,000 people of Jhansi (Uttar Pradesh) and Tikamgarh (Madhya Pradesh).

Radio Bundelkhand – Bridging Information Gap

Radio Bundelkhand aims to:

- Enable and empower communities, especially women, youth and marginalised groups, to take charge of their own lives
- Bring issues, concerns and talent from the grassroots to the forum
- Create awareness and give information to encourage participation in local self-governance processes
- Share solutions for fulfilling basic needs like clean water, housing, energy, literacy agriculture and off farm & on farm livelihood practices
- Promote folk music and preserving the cultural diversity of Bundelkhand

Major initiatives by Radio Bundelkhand

- **Galli Galli Sim Sim** - 1100 people directly reached to create awareness about importance of nutrition.
- **Bundeli Idol** - a successful folk music competition among the rural communities for local talent hunt. 950 Folk recording, 150 folk singers





came together under this initiative to promote Bundeli folk music and local folk singers among the rural community.

- ***Kaun Banega Business Leader*** – 800 people linked to livelihood through radio programmes.
- ***Kaun Banega Shubhkal leader***- India's first Rural Reality Show broadcast on Radio Bundelkhand, helped in creating awareness on climate change and adaptation. 15000 people direct reached through radio addressing community-level social, economic and environmental issues.

The radio station has a unique participatory model of functioning, run jointly by the rural community as well as Development Alternatives. Community people come forward to design and develop the entertainment and informative radio programmes according to their needs. Time to time trainings and capacity building programmes are organised to enhance their skills.

Management Committee

The Management Committee comprises member representatives from the villages covered and the local agencies responsible for programming issues and decisions. The committee currently has 14 members including Sarpanch (village heads), doctors, members of Self-Help Groups and farmers. Convening every month, the committee supervises the work of the radio station and regulates the content of the programmes aired by Radio Bundelkhand.

Public Advisory Council (PAC)

The Public Advisory Council convenes once a year and offers advice on sustainability issues and provides endorsement for the community Radio. The Council comprises members from district administration, academia, banking sector, All India Radio, etc. The PAC also provides guidance to the radio team for effective functioning and sustainability.

Parent Organisation : Indian Society of Agribusiness Professionals (ISAP)

Radio station : Kisan Vani

Radio Frequency : 90.4

The Indian Society of Agribusiness Professionals (ISAP) established a community radio station (CRS) on October 2008 for farmers at Sironj village, district Vidisha in the state of Madhya Pradesh. It reaches out to the farmers of surrounding villages in the range of nearly 25-30 km around it. Broadcast covers whole gamut of information required by the farmers like advisory on plant-protection, irrigation, INM, market prices of Agril commodities etc. The Community Radio Stations covers whole gamut of farm-specific useful

information, social issues of the community, important announcement from the govt departments, information on various schemes of Banks/ or other govt departments etc.

Broadcast from ISAP Kisan Vani majorly covers Agriculture Information, Cultural Program (educational folk songs/drama/Play etc.), Market Information (Mandi prices etc), Weather, Health programs, Education programs, Debates on Social issues local cultural programs, Information on govt schemes/ subsidies. Other useful information Types of Programs Agri News happenings in MP and in other states of country or abroad Mandi Bhav (one-day old) Min & Max for Sironj. Includes food-grains, oilseeds & other popular items. Folk Song(Educational) / Drama (Social & Educational) / biography of public interest/ live play or light talk Farmers' choice (phone-in, farmer talk, farmer goshti, topic of interest to be obtained on line by contact in mandi and on phone) Interview with personality of the day (agriculture / medical / administration / visitor / public figure Bachchon / mahilayon ke liye health, food, kitchen items, field activities, gharelu jaanwar, health Horticulture / animal sciences / fish culture / Special feature/ Special occasions like independence day, world literacy day, world tuberculosis day, teachers' day, etc. Farmer and community benefit schemes and programs in the state supported by government or commercial companies mostly in MP or otherwise elsewhere. The CRs will help bridging urban-rural digital divide.

Kisan vani is recognized at the national level for its noble cause of empowering the farmers by disseminating agricultural information to rural people. A team from Rajya sabha TV visited the radio station at Sironj and with the hand holding support from the radio station produced a cultural programme of the traditions of Madhya Pradesh.

Parent organisation : **Samagrah Shiksha Jankalyan Samiti**

Radio Station : **Radio Mann**

Radio Frequency : **90.8**

Radio Mann is was launched on March 5, 2015 in Vidisha and is the only radio station in Vidisha. It reaches surrounding villages in the range of nearly 60 km around it. The programmes are developed in local language of the region to address to a larger group. Radio Mann 90.8 FM is popular in areas of two district Vidisha and Raisen reaching out to than 2,50,000 individuals according to a survey. The radio station addresses local issues and concerns of the community and work towards providing them information and entertainment. The key themes on which Radio Mann works on are Education, Women Empowerment, Livelihood and Agriculture etc.

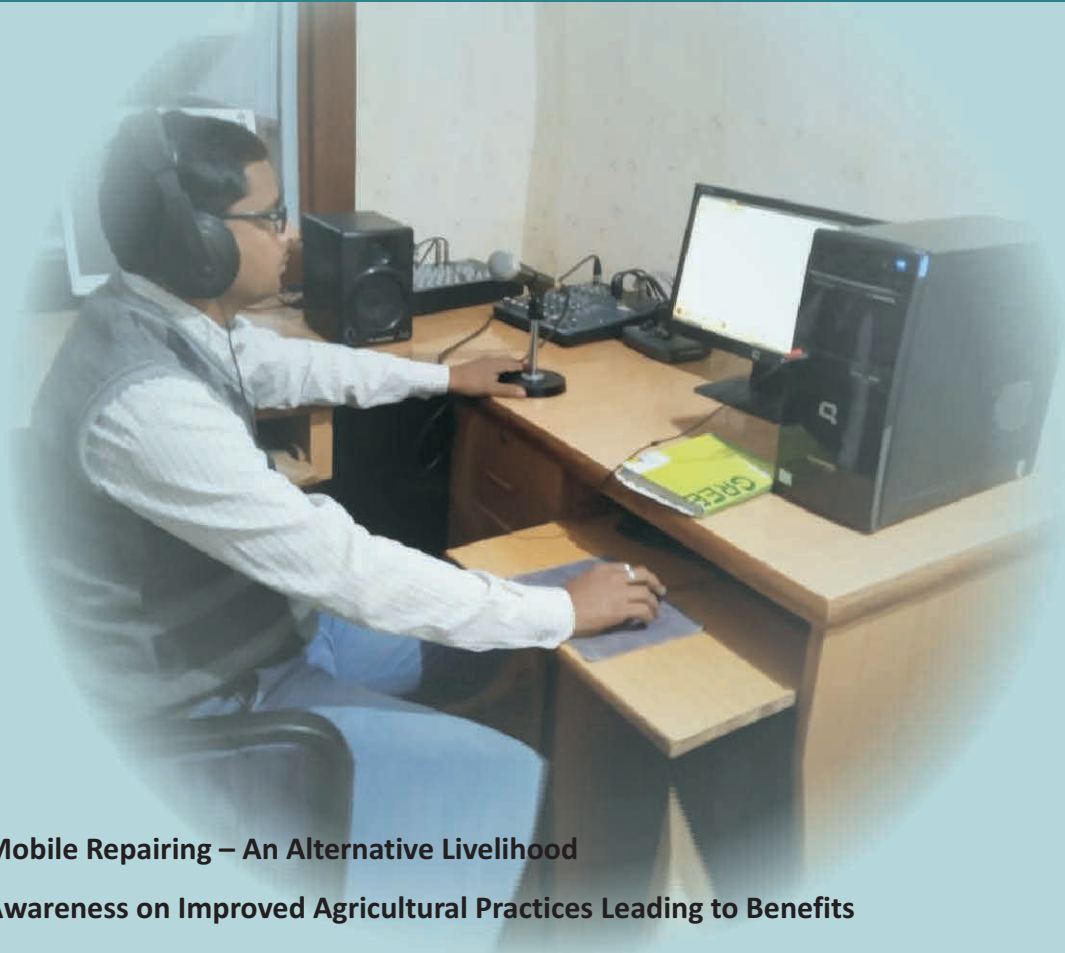


Radio Mann is playing a critical role in empowering the rural communities and giving voice to the voiceless. Communication based activities such as narrowcasting, folk songs are disseminated to the audience to educate them on various aspects, government schemes, fundamental rights and various opportunities available in the region. The radio station works dedicatedly on educating women and linking them to sustainable job opportunities. Programmes are developed for young children to impart them about good practices and encourage them to become successful in the career paths. Live songs recordings are also encouraged by the radio station, children from all age group come to perform and record the songs in their own voices. The radio station is working towards empowering rural communities especially women and young children.



Case Stories

Lalit Lokvani



- **Mobile Repairing – An Alternative Livelihood**
- **Awareness on Improved Agricultural Practices Leading to Benefits**
- **Towards a Better Future**
- **A Tailor Stitched the Canvas for his Dreams**
- **Goat Rearing: A New Way to Earn Livelihood**

Mobile Repairing – An Alternative Livelihood



Anand Kumar Gautam

Age:

22 Years

Caste/ Community:

Ahirvaar (Backward Caste)

Education Qualification:

Graduate

Type of Family:

Joint

Number of Family Members:

5

Occupation:

Mobile Repairing and Grocery Store

Address:

Jeeron, District Lalitpur, Uttar Pradesh

Previously Earned Income:

Rupees. 1,000/Month

Current Income:

Rupees. 5,000/Month

A resident of village *Jeeron*, 22 years old Anand Kumar Gautam had lost his father at a quite young age. This had put the responsibility of his entire family that included him, his brother and a sister on his mother. While both his siblings got married, Anand is pursuing his graduation in Commerce. Since there is too much pressure on his mother, Anand tries to manage his expenses on his own. For this, he once volunteered with an NGO that paid him Rupees 1,500 a month. However, this amount wasn't enough to fulfil his needs.

As Anand comes from a backward caste, he was subjected to untouchability at several occasions. He had given up on dreams of finding a job in this social set up. One day, understanding his problem, one of his friends suggested him to set up a mobile repairing and memory card loading shop. Anand was interested in the idea but had no clue of the training institutes that could help him learn mobile repairing techniques.

Anand was an avid listener of Radio *Lokvani*. One day, he heard about information related to Mobile Repairing on the *Aajeevika* Programme of the station. The programme had details that how after learning mobile repairing, one can set up a business without investing much capital. A few days later, Anand contacted the Radio *Lalit Lokvani* and acquired information on where to get the training for Mobile Repairing. The Radio team informed him about the Rural Self Employment Training Institutes. He enrolled himself in the institute and undertook training on mobile phone repairing.

It has been a little while now that Anand has finished his training course and has set up a small shop in his village. In his shop, he not only repairs the mobile phones but also runs a grocery store. The shop earns him Rupees 4,000-5,000 every month

Awareness on Improved Agricultural Practices Leading to Benefits

Babu Singh, a resident of village *Jeeron* in District *Lalitpur*, works as a farmer. He is educated till class ninth and lives in a *Kutchra* house along with his family of four. Since farming is not enough to meet the expenses of his family, he has to work as a labourer as well.

Babu used to earn Rupees 15,000 per year by following the traditional farming methods on his two acres of land. But that was just not enough for sustaining even the basic needs of his family. He was looking for options to increase his work, then one day while listening to his regular radio station *Lalit Lokvani*, Babu came to know about crops which require low amount of water. The information was given by station's *Aajeevika* programme that had started in 2017. After receiving this information, Babu immediately contacted the radio station. The radio team, after discussing his issues, advised him to contact the *Krishi Vigyan Kendra* (Farmers Science Centre). On contacting the centre, Dr Subash Chandra provided him all the details about crops which require less water for irrigation and the precautions one must undertake while sowing such crops.

This season, Babu, using his recently gained knowledge, sowed Barley in his fields that required a total investment of Rupees 10,000. "I have earned Rupees 35,000 with this year's harvest. This has helped me meet the requirements of my family and provide my children with quality education," shared Babu with pride. He gives the entire credit to *Aajeevika* programme and the *Lalit Lokvani* Radio station for providing his life a meaningful direction that helped him overcome his challenges.



Babu Singh

Age:

44 years

Caste/ Religion:

Chandel/ Hindu

Education:

Class Ninth

Type of Family:

Nuclear

Number of Family Members:

4

Occupation:

Agriculture

Address:

Village Jeeron, District Lalitpur,
Uttar Pradesh

Earlier Income:

Rupees 15,000/Year

Current Income:

Rupees 50,000/Month

Towards a Better Future



Rahul Kumar Jain

Age:

26 Years

Education:

Class 12th

Occupation:

Undertaking Training for Repairing
Mobile Phones

Address:

Jakhlaun, Birdha, Lalitpur,
Uttar Pradesh

Previously Earned Income:

Rupees 2,000-3,000/Month

Current Income:

Rupees 5,000-6,000/Month

A resident of village *Jakhlaun*, 26 years old Rahul Kumar Jain has 3 members in the family. His father runs a grocery store in the village. However, the income earned from the store is not enough to take care of their household needs. Lack of financial support was the reason why Rahul couldn't study after completing Class twelve.

Just when Rahul had given up hopes on pursuing higher education, the Community Based Organisation - *Lalit Lokvani Samiti* organised a street play in the village. The message was that villagers can establish their own business after receiving training from the '*Kaushal Vikas Prashikshan Kendra*'. Rahul became interested in the information provided during the street play.

A few days after the play, Rahul contacted the radio station and requested them to provide him all the details related to the training required to set up a mobile repair shop and the duration of the training. He was asked to visit the radio station office where all the information was provided by the station team.

Since '*Pradhanmantri Kaushal Vikas Kendra*' no longer existed, Rahul applied for training at the Rural Self Employment Training Institute - an initiative of Ministry of Rural Development. After receiving the necessary training, Rahul could set up a mobile repair shop in his village. Today, he earns Rupees 5,000-6,000 a month. Rahul is grateful to the team of *Lalit Lokvani Samiti* and to the programme of *Aajeevika* conceptualised by Development Alternatives for helping him become financially independent. He further says that he will share this information and about the programme with his friends and family to make them aware of the employment opportunities available.

A Tailor Stitched the Canvas for his Dreams

29-year-old Ravi Namdev is a resident of village *Jakhlaun*. His family of 6 members is headed by his father who is a tailor by profession. By running a small shop from their house, his father managed to earn a meagre income of Rupees 1,500-2,000 per month. Despite the great amount of hard work invested, this much income was not enough to fulfil the needs of the entire household. It is because of this financial situation that Ravi had to quit his education after class 12.

Ravi, who wanted to improve the situation of his household, went to Bhopal in search of a job. However, he returned unsuccessful. While searching for a job in his village, he came across a wall painting. The wall painting was created by *Lalit Lokvani Samiti* as part of their famous programme *Aajeevika*, run by Development Alternatives under one of their livelihood project. After looking at the wall painting, Ravi contacted *Lalit Lokvani Samiti* and received information related to different livelihood alternatives. He also learnt how to start a business within a limited budget.

Ravi underwent a 3-4 months training on tailoring after which he took a bank loan of Rupees 50,000 under the '*Mudra Yojana*' to set up a tailoring shop in his village. He now earns around Rupees 5,000 every month and is slowly repaying the loan.

Ravi says he is thinking of expanding his tailoring business by making clothes which are trendy and in fashion. He says that after repaying the complete loan amount, he will take another loan to buy sophisticated tailoring equipment to boost his business. Ravi credits all his achievements to *Aajeevika* programme and *Lalit Lokvani Samiti* that helped him choose his path to prosperity.



Ravi Namdev

Age:

28 Years

Caste/ Religion:

Namdev

Education:

Class 12

Type of Family:

Nuclear

Number of Family Members:

6

Occupation:

Tailoring

Address:

Village Jakhlaun, Block Birdha,
District Lalitpur, Uttar Pradesh

Previously Earned Income:

Nil

Current Income:

Rupees 5,000/Month

Goat Rearing: A New Way to Earn Livelihood



Shahid Khan

Age:
30

Caste/ Religion:
Muslim

Education:
Class 8

Type of Family:
Nuclear

Number of Family Members:
4

Occupation:
Goat Rearing

Address:
Village Earo, Jakhlaun, Block Birdha,
District Lalitpur, Uttar Pradesh

Previously Earned Income:
Rupees 30,000/Year

Current Income:
Rupees 70,000/Year

A resident of a small Village *Earo* in District *Lalitpur*, Shahid Khan is 30 years old. He lives with his family of four people in a *semi Pucca* house. Shahid used to work as a daily wage labourer in the district. The uncertainty of getting work in this field reflected badly on Shahid's financial condition.

The office of Radio Station *Lalit Lokvani* was close to Shahid's home and Shahid used to frequently visit the office. One day he heard the *Aajeevika* programme of the station and came to know about the business of rearing goats that required lesser investment with promises of better returns.

He was aware that only having information about a livelihood opportunity is never enough to set-up a business, and he would need training for the same. Understanding this, Shahid received training for rearing goats and soon after, took a loan from a friend to buy two goats. This helped him set up a business of his own. The business is quite profitable as a goat gives birth every six months. The market value of a goat is between Rupees 5,000-10,000. Shahid is now thinking of expanding his business. He feels fortunate that he could listen to such good livelihood related programme which has opened new avenues in his life. He recommends his friends to be attentive to the information shared in such programmes and to grab the opportunity timely.

Case Stories

Radio Bundelkhand



- **Earning Livelihood, Earning Respect**
- **Impact of Radio Programme: Changing Scenarios**
- **Journey of Progress**
- **Together, Women of Binwara Changed their Fortune**
- **Understanding Strengths and Looking for Opportunities**

Earning Livelihood, Earning Respect



Meera Bai Prajapati

Age:

40 years

Caste/Community:

Kumhar, Backward Caste

Type of Family:

Nuclear

Number of Family Members:

4

Occupation:

Making Earthen Pots and Utensils

Village:

Bangan, Badagaon, Jhansi, U.P

Previously Earned Income:

Rupees 6,000/Month

Current Income:

Rupees 12,000/Month

Introduction

40-year old Meera Bai lives in a nondescript village called *Bangan* in the northern Indian state of Uttar Pradesh. For several years, she was involved in the making earthen pots which was also her family business. Due to lack of demand of earthen pots in the market, she was unable to make any money from this work. Disappointed, she left her family business and started working at a crusher site as a laborer.

Problem

But life wasn't easier either at her new work site. She would work for long hours to earn a meagre amount Rupees 200-250 every day which was no better than the earlier work. This, was neither good on income aspects nor was good for her own health as she had started facing health issues (lung infection and breathing problems).

Moreover, this work kept her away from her family for long duration and she was unable to give time to them. This left her children unsupervised. She thought of taking them to the work site but fearing their health, she dropped the idea. The only person at home was her sick father-in-law who also required special care but to run the economy of her house she had to earn.

Problem Analysis

Meera Bai was a regular listener of Radio Bundelkhand 90.4 FM. After listening to their *Aajeevika* programme, she realized that earthen pot making can also be turned into a profitable business. This also made her realize that going outside home was not a wise decision in her case as this affected not only her children but her own health.

Aajeevika series was launched on October 2017 with the objective of creating awareness among people about alternative forms of livelihood that required minimal investments. This was designed to check migration from rural areas and to eventually improve the economic conditions of villagers.

Challenges

The main challenge Meera Bai faced while returning to her old family business was to bring creativity and find solution to the marketing challenge. This included creating demand for her products.

How does the effort started

Meera Bai was a regular listener of Radio Bundelkhand 90.4 FM. Sakhi Saheli and Raag Bundeli were her favorite programmes, after listening to Aajeevika series, she realized that she can also restart her old business. The motivation which was missing from her life, was provided by Aajeevika series. Through this series, she got the information about new markets where she could sell her products.

This motivation along with some useful information and guidance from radio programme helped her earn Rupees 10,000-12,000 during the festive season of Diwali and Dussehra in 2017. Aajeevika gave a new direction to her business.

What information is being received

After tuning to *Aajeevika* series broadcasted on Radio Bundelkhand 90.4 FM, Meera Bai got the information about how a business could be established using limited resources. She was introduced to new ways of being financially independent. She estimated that, after restarting her business, she will be able to earn Rupees 6-7 thousand per month which will go up to Rupees 9,000-10,000 per month during festive season.

She is being supported by her husband and father in law in her endeavor. “I am very happy to return to my traditional profession. I am earning enough for my family. I can now send my three children to a good school, and also save money to expand my work,” shared a visibly elated Meera Bai.

Success

Meera Bai tasted success by returning to her traditional profession. However, the journey hasn't been an easy one for her. She faced several challenges during the entire process but with right guidance and motivation, she was able to overcome all the hurdles. She is now earning much better than what she would have as a laborer. She is looking after her family and most importantly, she is able to take care of her own health.

Future Plans

Meera Bai aims at increasing her business and making more products (earthen pots, toys and utensils). To meet the increased demand of her products during festive season, she plans to hire 2-3 worker for assistance.



Impact of Radio Programme: Changing Scenarios



Rajendra Kumar Sahoo

Age:

18

Caste/Community:

Sahoo (Backward Caste)

Type of Family:

Joint

Number of Family Members:

5

Occupation:

Runs a Coaching Center

Address:

Jugyai, Nivadi, Tikamgarh,
Madhya Pradesh

Previously Earned Income:

Nil

Current Income:

Rupees 9,000/Month

A resident of village *Jugyai*, eighteen-year-old Rajendra Kumar Sahoo studies in class 12. Rajendra was completely financially dependent on his family that depended on a small flour mill for their daily expenses. There were days when Rajendra's education suffered as he was unable to arrange for his school fee. This was very upsetting for him as he wanted to study further and do some good work, but was not finding avenues to fulfil his dreams.

One day while listening to the *Aajeevika* series that was launched in 2017, he came to know of various ways that one can adopt to become self-supporting. This sparked an idea in his mind that he can provide coaching to student who live near his house. He was happy with this idea as there were no further expenses required to coach students. Initially the pick-up was slow but slowly he started getting good number of students from nearby localities. Today, with the help of his coaching classes, he has not only become financially independent but also helps his family. He is also earning respect and appreciation for this work which motivates him a lot.

Rajendra gives credit to Radio Bundelkhand for transforming his life. This was the channel that he would listen to in his house. This inspired Rajendra to start a coaching centre in his own house. "I am thankful to Radio Bundelkhand for showing me the path of becoming independent," shared an excited Rajendra who now listens to Radio Bundelkhand's another programme named as *Hum Honge Kamyab* as well. He keeps telling his friends and neighbours that listening to good awareness programme has changed his life so others should also listen useful programmes broadcasted by the community radio.

Journey of Progress

23-year-old Satish Sahoo is a resident of village *Jugyai* which comes under the Block *Nivadi* in District Tikamgarh, Madhya Pradesh. His family includes his parents, wife, a daughter and a younger brother. Owing to poor financial condition of the household, Satish had to quit his education after class 9. Being eldest son in the house, he started looking after the flour mill that was owned by his father.

Problems continuing

Although, Satish had started working with full dedication and invested his hard work in the mill, the results were not positive. Since the mill was not generating any profit, it had to be shut down. Afterwards, Satish started working at a grocery store that fetched him Rupees 4000/month. For a family of 6, this meagre amount wasn't enough.

At the store, he would often listen to Radio Bundelkhand in his spare time. To ensure regular listening, he bought a radio for himself in September 2017. In October 2017, he listened to the *Aajeevika* programme and thought of starting a business of his own.

Idea of a Grocery Shop

Of the many alternatives discussed on the radio, he chose to open a grocery store. The idea was to use his recently gained experience. The only problem that bothered him was unavailability of funds.

Radio Bundelkhand Helped Getting the Loan

He approached the team of Radio Bundelkhand. After assessing the needs of Satish, the team helped him in getting a loan of Rupees 20,000 from the bank. With this amount, Satish bought the basic utilities that people would need on a daily basis. He also kept sanitary napkins on his shop. In order to make it comfortable for women to ask for it, he motivated his wife to operate the shop along with him.

Hard Work Earned Profit

Satish shares that now, with the help of his wife, he easily earns Rupees 10,000-15,000 every month. This modest earning has helped him and his family to overcome many difficulties. It has also helped them to send their daughter to a good school. He says that Radio Bundelkhand – a source of infotainment for many, has changed his life completely.



Satish Sahoo

Age:

23 Years

Caste/ Religion:

Sahoo (Backward Caste)

Education:

Class 9th

Type of family:

Joint

Number of Family Members:

6

Occupation:

Runs a Grocery Store

Address:

Village Jugyai Nivadi, Tikamgarh,
Madhya Pradesh

Previously Earned Income:

Rupees 4,000/Month

Monthly Income:

Rupees 10,000-15,000

Together, Women of Binwara Changed their Fortune



Vandana Tiwari

Age:

30 years

Caste/Religion:

Hindu

Education:

Class 10

Type of Family:

Nuclear

Number of Family Members:

5

Occupation:

Self Help Group
(Runs a Business of Toiletries)

Address:

Binwara, Niwari, Tikamgarh,
Madhya Pradesh

Previous Earned Income: Nil

Current Monthly Salary:

Rupees 15,000

Village *Binwara* comes under block *Niwari* of district *Tikamgarh*. It lies 70 kms North East of the District Headquarters. Because of lack of alternative means of livelihood, majority of people in the village, though educated, are working either as farmers or labourers. Another problem in the village is that people belonging to upper caste refrain from working as farmers or labours. This has intensified the already existing issue of unemployment in the village caused by the persistent drought like situation. Due to low yields in the last few years, farmers have not been earning enough to meet the needs of their families.

Worried for her fellow villagers, Vandana Tiwari, an ordinary woman from the village, thought of starting a group along with other women to promote monthly savings. She approached 10-15 women in her locality but many of them showed no interest. Vandana didn't lose hope and approached women from the lower caste and convinced 12 women to participate in the initiative.

Later, she consulted the bank and in 2016, formed a group under the aegis of '*Mahila Gram Vikas Mariyadit Sakh Sahkari Samiti*'. Vandana started conducting meetings as the head of the group. She also made sure that savings were being deposited in the bank on time.

Despite efforts of every member of the group, Vandana was not happy with the results. She thought that the group was not on the right track. This worried her even more. She thought of taking loan from bank as they had many ideas to start a business but she knew that they need a lot more than that. Without correct information, suitable skills and raw material, no business idea would succeed.

But as luck would have it, one day some people visited the village. They were distributing pamphlets and were informing people about the job fair that was being organised in their block. Anyone within the age group of 18-45 could visit the fair to receive employment related information. Vandana saw this as a golden opportunity.

She visited the job fair which was being organised by Radio Bundelkhand 90.4. To provide support to the organisers, National Rural Livelihood Mission was present to provide information related to different training programmes.

Many companies present in the fair were conducting on the spot interviews of the people belonging to the rural communities.

“I registered my group with the National Rural Livelihood Mission and soon after our group members were given training to make soap, harpic, incense sticks, hand wash, phenyl and sanitary napkins. The group members after getting training, started arranging raw materials from Ahmedabad by utilising their savings and started the production of these products. Today, all the women in the group are working together, shares an elated Vandana adding that, “I wouldn’t have achieved all this without the support of my husband Arun Kumar Tiwari as he always motivated me to move ahead.”

She further says that the group is highly motivated and full of energy but because of lack of marketing, the group can only sell goods worth 30000-35000 monthly. Marketing done by Radio Bundelkhand and newspapers have helped them create a good market for their products. However, Vandana believes that there is a lot more to be done.

Today, her group earns Rupees 15,000 a month. The entire group has earned great respect and name for themselves in their village. Vandana says that this work brings a smile on her face. “Today, I am able to send my children to a private school. I would like to thank Radio Bundelkhand for organising the job fair in *Niwari* and for introducing them to National Rural Livelihood Mission. This has brought great achievements in her and other members life,” shared Vandana.



Understanding Strengths and Looking for Opportunities



Vikesh Prajapati

Age:

23 Years

Caste/Community:

Kumhar, Backward Caste

Type of Family:

Nuclear

Number of Family Members:

4

Occupation:

Donna Pattal

Address:

Bangua, Badgaon, Jhansi,
Uttar Pradesh

Previously Earned Income:

Rupees 3,000/Month

Current Income:

Rupees 10,00/Month

Being physically disabled is not a curse, nor it is a result of someone's bad deed. In the real world, no one is perfect. Everyone has their own weaknesses – some visible to the eyes and some hidden from the world. Similarly, each one of us have our own strengths. To understand our weaknesses and then overcoming them is the ultimate goal of life. As human beings, we have this capability to improve our strengths and overcome our weaknesses, and in the given context, this got proved.

Such is the story of Vikesh Prajapati, who had lost his eyesight to malnutrition at the age of thirteen. One of the reason for malnutrition was the occurrence of severe drought in the region. This was an unfortunate incidence for Vikesh and his family but he showed immense courage as a child as well as an adult.

Vikesh's family was undergoing a financial crisis. Their business of making earthenware was not making profit and gradually, the demand for such products was also seen decreasing in the market. To meet their needs, all the family members had to work at a crusher site as labourers.

This made Vikesh worried about his family. He started thinking of several options to help them. One day while listening to *Aajeevika* programme on his regular radio channel Radio Bundelkhand, he got inspired to set up a business of his own. Vikesh thought that women in the family and in the neighbourhood can come together to form a Self-Help Group (SHG). Vikesh worked on this idea and a SHG got started by 10-12 women. His mother, Lad Kuwar was chosen as the head of the group while another member Janki Devi was elected as the treasurer. The group decided to start their work in two directions – goat farming and selling of *Dona Pattal* (plates made from leaves).

After forming the group, Vikesh approached the Radio Bundelkhand team. They helped Vikesh in getting a bank loan of Rupees 1, 20,000 for the group. With the loan amount, the group started their business of goat farming and marketing of *Dona Pattal* which gives them a daily revenue of Rupees 200-250/member. With their dedication, the group members are moving ahead on the path of prosperity.

The motive of the *Aajeevika* programme is to control migration from villages, to promote home based industry and to eventually improve their financial condition and this story gives an example as how this is meeting its objective.

Case Stories

Chanderi ki Awaaz



- **Information that Helped Fulfil Abdul's Dream**
- **New Dreams, New Ways**
- **Changing Direction: Going the Online Way**
- **New Business Ideas and Changing Consequences**
- **Dreams Coming True with Awareness and Determination**

Information that Helped Fulfil Abdul's Dream



Abdul Majid

Age:

35 years

Caste/Community:

Muslim, Ansari

Type of family:

Nuclear

Number of family members:

6

Occupation:

Runs a Bakery

Address:

Village Ander Shehar, Gumat Mohalla
Chanderi, Madhya Pradesh

Previously Earned Income:

Rupees 10,000/Month

Current Income:

Rupees 30,000/Month

Surrounded by forests, lakes and hills, *Chanderi* is a town located on the borders of *Malwa* and Bundelkhand in the central Indian state of Madhya Pradesh. In a nondescript village of Chanderi lives thirty-five year old Abdul Majid. Abdul is a hardworking person who runs a small bakery business for the last twenty-five years along with his paternal uncle. Abdul reflects the aspiration of a young rural Indian man.

In the early days, when Abdul had joined this business, Abdul and his uncle would go to markets on bicycle to sell bread, biscuits and other baked products to small shops. A little later, the nephew-uncle duo bought a small shop and established their business.

But expanding their business was not an easy cakewalk. Abdul had to face a lot of challenges to sustain the business as it required more space and bigger equipment which his small shop couldn't accommodate. This was a major hindrance in meeting the high demand of the bakery products in the market.

On a usual day in August 2017, while listening to the *Aajeevika* programme on Radio Chanderi ki Awaaz, he got informed on how smaller investments could help achieve employment. The *Aajeevika* programme discussed in detail the *Mukhyamantri Yuva Udyami Yojana* and made Abdul aware that under this scheme, government provides loan of up to 30 lakhs to young entrepreneurs.

Soon after listening to this information, Abdul contacted Radio *Chanderi ki Awaaz* and requested them to share more about the scheme. He received the entire information related to bank loan, eligibility and the processes involved.

Abdul followed the due process and successfully received loan under the scheme that helped him buy new equipment. Abdul now wishes to further expand his bakery business. He is extremely thankful to *Chanderi ki Awaaz* and expresses gratitude for providing him the right information at the right time. Abdul is now quite satisfied with the growth of his business that allows him to earn more than Rupees 30,000 a month.

New Dreams, New Ways

Hailing from the Durga Nagar Colony in Chanderi town of Madhya Pradesh, Dr Yogesh Mishra has spent 45 years of his life in the lanes of this historical town. A farmer by profession, Dr Yogesh Mishra is a highly qualified person whose family lives in Indore where his two sons are receiving education. Dr Mishra, a farmer for many years, had to quit farming because of the yearly losses he had to bear due to natural disasters like drought, unseasonal rainfall etc. After quitting farming, he decided to start his own business. His interest in community radio motivated him to participate as an expert in various programmes organized by Radio *Chanderi ki Awaaz*.

On a usual day in the year 2017, he tuned into the channel and listened to the *Aajeevika* programme. This gave him the idea to establish his own business. To build his idea, he contacted Radio *Chanderi ki Awaaz*. The channel informed him about the ways of establishing business with smaller investments and at the same time gain training to run the business. This motivated Dr Mishra to understand the processes involved in establishing a spice making business. He also connected to the District Industries Centre (DIC) to know more about the loan process and eligibility. This helped him to apply for a loan and to establish a business of his own.

However, to start this business, Dr Mishra had to face many difficulties as he already had taken loan from bank for farming. No bank was ready to offer him loan. But Dr Mishra was determined. He started exploring options to get loan from the bank. He, once again, mortgaged his land and finally got loan from the bank.

Six-seven months have passed since he started his own business and so far, has earned approximately one lakh rupees by selling the spices. Dr Mishra plans to transform this small initiative into a big business one day by converting this small spice manufacturing unit into a factory. He is extremely grateful to Radio *Chanderi ki Awaaz* who provided him support and information to realize a new dream and work towards it.



Dr Yogesh Mishra

Age: 46

Caste/Community: Brahmin

Education:

Engineering in Electronics, MBA in HR & Marketing and PhD in Human Resource Management

Type of Family: Nuclear

Number of Family Members: 5

Occupation:

Businessman, Spice making and Agriculture

Address:

Ward Number 10, Durga Nagar Colony, Chanderi, Ashok Nagar, Madhya Pradesh

Previously Earned Income:

Rupees/Month

Current Income:

Rupees 20,000/Month

Changing Direction: Going the Online Way



Sabbar Ahmad

Age:
33

Caste/Community:
Muslim

Education:
Class 10

Type of Family:
Nuclear

Occupation:
e-Marketing Chanderi Sarees

Address:
Gumat Colony, Chanderi, Ashoknagar,
Madhya Pradesh

Previously Earned Income:
Rupees 5,000/Month

Current Income:
Rupees 25,000/Month

Traditional *Chanderi* Sarees are quite famous around the world. The unique *Chanderi* saree tradition that had started in the 13th century and had reached its peak during the Mughal period is now struggling to survive. Weavers of *Chanderi* town which is located in the central Indian state of Madhya Pradesh are suffering losses in the business. Sabbar Ahmad, a thirty-three-year-old man from *Gumat* Colony in *Chanderi*, reflects the plight of several weavers from the town.

Three years ago, Sabbar had joined his family business of weaving traditional *Chanderi* sarees with great enthusiasm. However, he soon realized that there is no profit in the business due to lack of the right market. His entire family was going through a financial crisis due to this. Sabbar realized that the only way to make this business profitable was to find a new market at a much bigger level.

Sabbar would often listen to Radio *Chanderi ki Awaaz* and one day in October 2017 while listening to the *Aajeevika* programme, he realized how people can establish their own businesses by investing small amount of money. After contemplating the idea, he contacted Radio *Chanderi* and enquired of ways to expand his business of *Chanderi* sarees. *Chanderi ki Awaaz* shared with Sabbar that how he could sell his sarees using the online platform.

To implement the idea, he received online marketing training from National Institute of Fashion Training (NIFT), Bhopal. This opened up several platforms for Sabbar that he used quite judiciously. He got associated with several social media platforms and companies that sell products online and expanded his business. Through online marketing, he is selling his *Chanderi* sarees not only in different states of India but in other countries as well. Sabbar is earning a monthly profit of approximately Rupees 25,000 through online marketing.

Motivated by the results, Sabbar hopes to further expand his business and to start a commercial website of his own. For him, *Chanderi ki Awaaz* turned out to be a blessing as they offered him the right information when he needed it the most. Sabbar is quite happy with the money he is earning at the moment.

New Business Ideas and Changing Consequences

Madhya Pradesh – the central Indian state inhabits many historical towns that are famous for their culture, traditions, arts and crafts. *Chanderi* – a small town surrounded by hills is located southwest of the Betwa River. In the 11th Century, the town was dominated by the trade routes of Central India but today the artisans of this artistically rich town are facing great challenges in sustaining their businesses.

The family of 24-year-old Sajid Ali has been weaving the traditional *Chanderi* sarees for almost last five decades. They not only weave but also complete the borders of this famous attire which is a significant part of the process without which the saree remains incomplete. Sajid joined in the family business 6 years ago and soon realized the challenges involved in the sector.

The eleven-member family that lives in a *Kutch* house, is facing great financial crisis due to less returns on the *Chanderi* sarees. The income earned by the family is not enough to make their ends meet. One saree would fetch them a meagre amount of Rs 500 which is nothing compared to the hard work that goes into making that one piece of art. On the other hand, this work requires a lot of space as one needs a 6x4 feet wooden Charkha in a 10x10 feet room. And since, artisans who are involved in the work of completing the borders of the saree are not recognized as weavers per se, they do not receive any financial help from the government as well.

Sajid was eager to find a way out of this crisis. In October 2017 while listening to the *Aajeevika* programme on Radio *Chanderi ki Awaaz*, he got information related to his work. The programme shared new ideas on how one can earn more profit by completing the borders of the *Chanderi* sarees. After listening to the programme, the first thing he did was to apply for a house under Government's housing scheme that aimed at solving the working space issue. Then, to increase his business, he applied for a loan in the bank. Sajid says that after receiving the loan, he will buy new *Charkhas* to expand his work. He is grateful to *Chanderi ki Awaaz* that provided him the information that helped him to find appropriate ways to take his business forward.



Sajid Ali

Age:

24

Caste/Community:

Muslim

Type of Family:

Joint Family

Number of Family Members:

11

Occupation:

Weaver

Address:

Chanderi, Ashok Nagar,
Madhya Pradesh

Previous Earned Income:

Rupees 500/Saree

Current Income:

Rupees 8,000/Month

Dreams Coming True with Awareness and Determination



Sonal Koli

Age:
35

Caste/Community:
Koli, Hindu

Education:
Class 12

Type of family:
Nuclear

Number of family members:
5

Occupation:
Garam Masala Unit

Address:
Gram Pranpur, Chanderi Ashok Nagar,
Madhya Pradesh

Previously Earned Monthly Income:
Nil

Current Income:
Rupees 8,000/ Month

Sonal Koli was born to an educated family. Later, she got married to Ranjit Koli and shifted to her husband's house in *Pranpur* in *Chanderi*. At the time of wedding, her husband was posted as a government official however due to some reasons he had to leave his job. This resulted in economic crunch in their family. To overcome the situation, they started selling *Chanderi* sarees but couldn't succeed. Then, they set up a general store but failed. These failures, however, were not enough to deter Sona's courage as she again started exploring new ideas to help her family. After two unsuccessful attempts, she took a small loan of Rupees 5,000 and started making *Garam Masala*.

She started this small business in a room and would sell packets of fennel, clove and cardamom to small shops for Rupees one and two. Later, the demand for her products increased in the market earning her decent amount of money. However, with increasing demand, she started facing new challenges. Lack of capital to expand her business was a major challenge in front of her.

In October 2017, Sona, while listening to Radio *Chanderi ki Awaaz*, came to know about the *Aajeevika* programme. In this programme, the radio channel provided information related to opportunities available for women Self-Help Groups. Sona learnt that by forming a women Self Help Group, she can apply for loan to set up a small-scale industry. Listening to this information, Sona got determined to work towards it and brought together twelve committed and interested women to form a SHG named *Sai Ram Pranpur*. The group applied and received a loan of Rupees 80,000 from the bank to set up a small unit to make Masala. They expanded their business outside *Chanderi* and started selling the masala in nearby regions like *Mungawli*, *Khaniya Dhana*, *Pichor*, *Shivpuri* and *Lalitpur*.

Today, based on their time devoted to work, four to five women members of this Self Help Group are earning two-three thousand rupees every month. Sona herself is able to earn Rupees 8,000 every month. Sona, leader of the group, aims at further expanding the business in the next two years. She expresses her gratitude towards Radio *Chanderi ki Awaaz* as the information broadcasted not only showed her the way to get out of the financial crisis but made her an independent woman.

Case Stories

Radio Mann



- **Awareness: Empowering the Young Lives**
- **Right Information and Hard Work Leads to Success**
- **Aajeevika Programme Helped in Achieving Right Career**
- **No Dream is Impossible When One Works Hard**
- **Information and Timely Action – Changing Scenarios**

Awareness: Empowering the Young Lives



Hridesh Malviya

Age:

19 Years

Caste/ Religion:

Hindu

Education Qualification:

12th Pass

Type of Family:

Joint

Number of Family Members:

7

Address:

Gulabganj, Vidisha, Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 7,000

A resident of Gulabganj in district *Vidisha*, 19-year-old Hirdesh Malviya belongs to a poor Dalit family. There are 7 members in his family including him, his 2 brothers, 2 sisters, father and mother. The household is run by whatever little money is earned by Hirdesh's father by working as a daily wage labourer. As soon as Hirdesh started understanding his responsibility towards his family, he wanted to share the load on his father. But as there was no job available, he decided to join his father as a labourer.

Initially Hirdesh faced difficulties while working as a labourer. It was a tough terrain for him. His young body was not ready to take the load and would ache often. This worried his parents who felt miserable seeing this condition of their child and asked him to not continue the labour work. But Hirdesh, being the eldest son, wanted to contribute to the family's income.

One day, Hirdesh's mother was listening to radio where on channel *Radio Mann*, she heard the *Aajeevika* programme named *Aane Wala Kal*. The programme was informing the listeners about the *Pradhan Mantri Kaushal Vikas Yojana*. Understanding its significance in Hirdesh's life, she immediately informed him about the programme. Next day, Hirdesh went to the Kaushal Vikas office and filled the application form to enrol himself in Field Technician Computing and Peripherals (FTCP) course. As no fee was being charged, it allowed Hirdesh to pursue it without any difficulty. He completed the course with sincerity and dedication. Soon after, he was offered a job. Today, he is earning Rupees 7,000 a month and is happily contributing to his family's income. He is extremely grateful to Radio Mann and the organisers of this programme that provided him the useful information that changed his and his family's life.

Right Information and Hard Work Leads to Success

Twenty-year-old Bhavna Jatav reflects the story of several Indian youths who after receiving good education struggle hard to find a good job. Bhavna was born in the city of *Vidisha* in Madhya Pradesh to a middle-class family that included her father and mother. Single child of the family, Bhavna has always been a sincere towards her studies as she was well aware of the struggle of her father who would work hard as a tailor to meet their needs. Acknowledging her father's struggle, Bhavna enrolled herself for post-graduation expecting better job prospects afterwards.

Tailoring being a seasonal and a dying profession (in their area), made things worse at Bhavna's home. Understanding the situation, she decided to help her father by opting for a job. However, it is hard to find a job given the intense competition at every level. To get a good government job, one has to apply for competitive exams which requires application fee. This made her life even more difficult as it wasn't easy for her to arrange money to fill these forms.

But Bhavna did not lose hope and was trying hard to find avenues for better tomorrow. An avid listener of radio, one day while listening to a livelihood-based programme – *Ajeevika, Aane Wala Kal*, she got information related to computers and about computer training. This motivated Bhavna and the very next day, she visited the M.S.E Solutions, Skill Development Company where she received more information about the course related to computer training.

This provided Bhavna a direction in her life. She filled the application form then and there. Soon, she started receiving computer training. After completion of training, she applied for a job and got selected. Today Bhavna is quite happy and is grateful to Radio Mann and the people behind the programme who conceptualised this meaningful initiative, that not just entertains but helps its listeners to link to livelihood opportunities. Presently, Bhavna earns Rupees 8,000 a month and helps her father in sustaining the family.



Bhavna Jatav

Age:

20 Years

Education Qualification:

B. Com

Caste/ Community:

Hindu SC

Type of Family:

Nuclear

Number of Family Members:

3

Address:

Vidisha, Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 8,000

Aajeevika Programme Helped in Achieving Right Career



Deshanshi

Age:
19

Caste/ Religion:
Hindu

Education Qualification:
B. Com First Year

Type of Family:
Joint

Number of Family Members:
7

Current Source of Income:
Job (Telecommunication)

Address:
Vidisha, Madhya Pradesh

Earlier Monthly Income:
Nil

Current Monthly Income:
Rupees 7,000

A resident of Vidisha, nineteen-year-old Deshanshi is pursuing her graduation. Coming from a family of farmers, she had never seen prosperity in her life. Being the eldest sibling in the family, she was responsible for many household chores. The perpetual worry about finances had lowered her confidence. Deshanshi shares that she was unable to set high objectives in life as at one point she could see no livelihood options available. However, to support her family, along with her studies she had started working as a part time domestic help.

One day, she decided to take a break from studies to listen to music. She turned on the radio and tuned into her favourite channel Radio *Mann*. "It was then that I heard a show named *Aajeevika, Aane Wala Kal* – a livelihood programme running on Radio Mann. The programme informed me that people who have completed class 12th and have dedication, are eligible to participate in the *Pradhan Mantri Kaushal Vikas Yojana* and undergo trainings to acquire necessary skills," shared Deshanshi.

This inspired Deshanshi who visited the *Pradhan Mantri Kaushal Vikas* office and enrolled herself in the telecommunication course for 3 months. After the completion of the course, she started working in the telecommunication job with a monthly salary of Rupees 7,000. Today, Deshanshi is quite satisfied with her life as she can take care of her household needs and is thankful to Radio *Mann* and the people who conceptualised the initiative for helping her during the difficult times.

No Dream is Impossible When One Works Hard

20-year-old Devendra Kushwaha lives in *Vidisha* city in the central Indian state of Madhya Pradesh. Born in the family of a labourer, Devendra had a tough childhood with his father working hard to make sure his only child gets the right education. His mother, a homemaker, took care of his needs at home. Devendra respected the hard work his parents invested to raise him and wanted to do his best to fulfil their dreams. He sincerely completed his graduation and pursued training at Industrial Training Institute (I.T.I) but this does not help him much.

Despite having a good education, Devendra was worried that not having any technical skill will leave him unemployed. His parents, however, kept on motivating him that one day he will find his way.

Radio Mann - a popular radio channel in this area, runs a livelihood programme *Aajeevika 'Aane Wala Kal'*. Through this programme, Devendra came to know about various prospects of computer training. He heard the program attentively and noted all the important information. He then went to the office of M.S.E Solutions, Skill Development Center where after filling the application form, he enrolled himself in a 45-day computer training course.

After the completion of course, he applied to several places for job and soon, he got selected in Social Welfare Organisation as a computer operator. He currently earns Rupees 7,000 per month and helps his family in running the household. He has made his parents proud. Devendra is thankful to Radio *Mann* and credits them for his job and happiness.



Devendra Kushwaha

Age:

20 Years

Caste/ Religion:

Hindu

Education Qualification:

B.A.

Type of Family:

Nuclear

Numbers of Family Members:

3

Occupation:

Computer Operator

Address:

Vidisha, Madhya Pradesh

Previously Earned Monthly Income:

Nil

Current Monthly Income:

Rupees 7,000

Information and Timely Action – Changing Scenarios



Mehtab Singh

Age:

20 Years

Caste/ Community:

Hindu SC

Education Qualification:

10th Pass

Type of Family:

Nuclear

Number of Family Members:

5

Occupation:

Solar Panel Installation

Address:

Latiya, Vidisha, Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 8,000

Hailing from a small village called *Latiya in Vidisha* district in Madhya Pradesh, twenty-year-old Mehtab Singh's story reflects the struggle of many unemployed youth residing in the surroundings, unaware of the opportunities available for them. Mehtab, born in a poor family somehow completed his education till class 10. Unemployed for several years, Mehtab had lost all hopes. He neither had the eligibility to qualify for a government job nor had the skills to start a business on his own. He would roam around passing his time, worrying about his future.

Worried for him, his parents one day reprimanded him for not doing anything to get a job. An upset Mehtab, after the incident, was listening to radio. He tuned into *Radio Mann* on which *Ajeevika, Aane Wala Kal* – a livelihood-based programme was being broadcasted. The theme of the show was the prospects of jobs in the field of solar panel installation and related training that was being provided free of cost under the Pradhan Mantri Kaushal Vikas.

Mehtab immediately approached the *Pradhan Mantri Kaushal Vikas Yojana* office and received the training for solar panel installation. After completion of the training, he started his work of installing the solar panels. Today, with all the work that comes his way, he is earning Rs 8,000 every month. He also contributes a small part of this income to support his house financially. "If I wouldn't have heard *Radio Mann*, I still would have been doing nothing or just very menial jobs. I am thankful to *Radio Mann* and the people who thought about this very useful programme for providing my life a meaningful direction," expressed Mehtab.

Case Stories

Kisan Vani



- **From Dreams to Reality**
- **Transforming Lives through Improved Agricultural Practices**
- **Information as a Resource: New Techniques for New Age Farmers**
- **Community Radio Effectively Creating Awareness on Livelihoods**
- **New Opportunities in Livestock Farming**

From Dreams to Reality



Daud Mansoori

Age:

29 Years

Caste/Religion:

Muslim

Education:

BCA

Type of family:

Joint

Number of Family Members: 5

Occupation:

Computer Repairing and Internet Cafe

Address:

Mohalla Kala Bazaar Bajariya, Sironj,
Vidisha Madhya Pradesh

Previously Earned Income:

Rupees 3,000/Month

Current Income:

Rupees 10,000-15,000/Month

A resident of *Kala Bazaar Mohalla* in block *Sironj* of district *Vidisha*, Daud Mansoori is a graduate in Computer Application. Despite having the Bachelor of Computer Application (BCA) degree, Daud was unemployed. After having lost his father during early childhood, Daud alone was responsible for his family of 5 members that included his mother and two brothers. Belonging to a lower middle-class family, Daud somehow managed to finish his education but despite several efforts, couldn't find himself a job neither he had any ancestral agriculture land to rely upon. To sustain his family, he along with his brothers had started doing the labour work. Whatever little they were earning together, however, was not enough to meet the daily expenses of the family.

One day, Daud heard the *Kisan Vani* station on his friend's radio which was running a show on 'livelihood in the field of computers.' Daud got his business idea from this programme and immediately called the '*Kisan Vani*' radio station to get more information. He told the station that, "I am a graduate in computer application but because of poor financial capability I am unable to start my own computer centre. Can I apply for a loan here?"

The *Kisan Vani Sironj* then made him aware of the procedure to apply for a loan and advised him to keep listening to the radio channel to stay updated about the schemes available. Daud then approached the District's Industry Department and with their guidance and help, received a loan of Rupees One Lakh from the bank. He bought necessary computer and repairing equipment from that money and started his work in a shop.

People come to his shop not only to get their compute repaired but to seek assistance in filling examination forms online. Today, it has been four months that Daud had started his Computer centre and the financial status of the family has already improved. At present, he is earning Rupees 300-400 daily i.e. 10,000-15,000 a month. He says that now he can fulfil many of his household needs along with repayment of the bank loan which he got at a subsidized rate of 30 percent.

At present, Daud is quite happy and advises his friends to work hard as it is the only way possible to achieve their dreams. He also advises them to listen to the radio to get the direction required to fulfil their dreams. He is thankful to the *Kisan Vani* radio station because of which he is now a good computer operator and master. In the past 4 months, he has done business worth rupees 80,000 and wants to pursue the same field in future as well.

Transforming Lives through Improved Agricultural Practices

Halku Rajput, living in *Barkhedi* village in *Vidisha* district of Madhya Pradesh, is a farmer by profession. His family of six members owns 8 bighas of ancestral land that is severely affected by drought. Earlier, the crop grown on this land was just enough to make their ends meet. However, now, inflation has made it difficult to rely on farming alone for their needs. Halku shared that as he lacks education and any other technical skills, he could not think of alternative source to earn his livelihood. This resulted in continued economic hardships for him and his family.

One day, while listening to *Aajeevika* programme that was being broadcasted on the *Kisan Vani* radio station, he learnt about improved horticulture and vegetable farming as an alternative to traditional farming. This information immediately provided Halku the direction he was waiting for. Recognizing potential in the idea, he immediately contacted the radio station to gather more information about vegetable farming. He enquired about the quantity of water required for different vegetables, seasons in which they should be grown, the distance between each sapling, etc. Following the instructions, he then started growing tomatoes on a small portion of his land.

His hard work and newly received knowledge resulted in a good crop of tomatoes on the same land that was affected by drought few months ago. The best part was that not much water was required for this type of cultivation. Halku also bought seeds of papaya, bananas, etc. from nearby *Bhatoli* nursery and planted them on all four sides of his farm. The mixed harvest of fruits and vegetables fetched him better rates in the market. Realising the benefits, a motivated Halku started cultivating vegetables such as brinjal, tomato and cauliflower. Halku believes that soon he will be able to sell these vegetables at profitable rates. He shared that just by cultivating cauliflowers and tomatoes he has been able to earn a modest amount of Rupees 12,000 a month. The change in the farming technique has helped Halku overcome his financial troubles. He is thankful to *Kisan Vani* radio for providing him the information that made his life a lot easier. Halku believes that farmers have the potential to transform their circumstances by adopting new and simple techniques, but they need to be open minded and hard working.



Halku Rajput

Age:

21

Caste:

Rajput Lodhi

Address:

Barkhedi

Education:

None

Number of Family Members:

6

Occupation /Source of Income:

Agriculture

Address:

Sironj, Vidisha, Madhya Pradesh

Previously Earned Monthly Income:

Rupees 4,000

Current Monthly Income:

Rupees 12,000

Information as a Resource: New Techniques for New Age Farmers



Hemendra Sharma

Age:

34 Years

Caste/ Community:

Brahmin

Education:

Intermediate (12th Pass)

Number of Family Members:

3

Address:

Kala Bazar, Sironj, Vidisha,
Madhya Pradesh

Business/ Source of Income:

Agriculture and Gardening

Previously Earned Monthly Income:

Rupees 2,000

Current Monthly Income:

Rupees 5,000

A resident of Kala Bazar, Sironj, Hemendra Sharma is a farmer by profession. He has been engaged in farming for several years now as it is the only source of income for the entire family. However, the household has been struggling to make the ends meet due to limited returns from farming caused by abrupt weather conditions, high investment required and limited scope of traditional farming methods. In addition, a large part of his land was barren and Hemendra had been thinking of using it for quite some time, but he was unable to take a decision due to his tough financial situation and confusion as what to do.

Hemendra listened to the *Kisan Vani Sironj* radio station regularly. In one of the episodes of the *Aajeevika* programme, he learnt about the techniques that could help increase livelihood by cultivating fruits and vegetables on rugged/ barren land. From that day onwards, Hemendra was determined to try fruit farming and contacted *Kisan Vani Sironj* to gather more information. Soon after that he brought fruit plants and high-quality vegetable seeds from a nearby nursery and sowed them in the farm. The reason behind sowing vegetables seeds along with fruit plantation was that Hemendra was aware of the fact that fruit plants will not provide any income immediately. On the other hand, vegetables grew within next two months fetching Hemendra good market price. This helped Hemendra earn decent amount on a daily basis.

Hemendra has a hope that fruit plants will start bearing fruits in the next 2-3 years and will contribute substantially to his income. At present, he is able to earn Rs 5,000 every month by selling vegetables. He is a firm believer of “where there is a will, there is a way”. Today, his entire family is happy. Hemendra now stays at home looking after his children’s education. He doesn’t have to step out looking for work anymore. For his progress, he gives the entire credit to Development Alternatives who supported *Kisan Vani Sironj* in running this *Aajeevika* Programme. He also shares that many farmers like him have benefited from this programme.

Community Radio Effectively Creating Awareness on Livelihoods

Life of a farmer is evidently difficult in the current times. Farmers, particularly in Madhya Pradesh are facing a tough time. Depending solely on farming has left many families impoverished. Rahish Khan, one such farmer from Madhya Pradesh's *Berkhedi* village was facing a tough time managing finances with farming being his sole source of income. His family of five did not own any livestock or shop that could provide them with alternative livelihood to ease the economic hardships. Sole dependence on agriculture severely affected their quality of lives.

One day, Rahish, who is a regular listener of Radio Sironj, came across the *Aajeevika* programme that was broadcasting a show informing about how villagers can increase their income by running a shop from their homes. He learnt from this programme about running his own business. The knowledge inspired Rahish to start working from home and improve his financial situation. Determined, he contacted the radio station to learn in detail about shop ownership/ management. He also inquired about the improved farming practices like seed treatments, intercropping etc.

Based on the knowledge earned, he decided to treat and sow corn and sesame for *Kharif* season. The crops have been growing well and he hopes for a good yield. In addition, he set up a small shop in his house and stocked it with daily essentials. Within 3 months, the demand increased and he had to add more goods in the stock. Currently, he is earning approximately Rupees 250 per day from his shop. Gradually, as his ability to run a shop is also increasing and he has already started expanding the shop.

Rahish is truly thankful to the Radio *Kisan Vani Sironj* for making such good awareness generating programmes on livelihood opportunities. He shared that he is very fond of all the episodes of *Aajeevika* programme and strongly recommends others to listen to the radio. He believes that community radio can act as a key to transform their lives.



Rahish Khan

Age:

32 Years

Caste/ Community:

Muslim

Education:

Intermediate (12th Pass)

Number of Family Members:

5

Occupation:

Agriculture/ Shop-owner

Address:

Hajipur Mohalla, Gram Berkhedi, Sironj
, Vidisha, Madhya Pradesh

Previously Earned Monthly Income:

Rupees 5,000

Current Monthly Income:

Rupees 7,500

New Opportunities in Livestock Farming



Shri Ram Yadav

Age:

38 years

Caste/Community:

Yadav (Backward Caste)

Education:

Illiterate

Type of Family:

Joint

Number of Family Members:

6

Occupation:

Agriculture and Animal Husbandry

Address:

Mohalla – Gram Chintohi, Tehsil Sironj,
Vidisha, Madhya Pradesh

Previously Earned Income:

Rupees 4,000/Month

Current Income:

Rupees 8,000/Month

Madhya Pradesh is known for its history, culture, tradition and agriculture. But what makes this state rich are its people. They have, over centuries, sustained practices unique to the state and portrayed characteristics that reflect the essence of the state. One can find many stories of people changing their lives through sheer hard work. One such story is that of Shri Ram Yadav from Village *Chintohi* in *Vidisha* district of this central Indian state.

38-year-old Shree Ram is a hard-working farmer who besides agriculture, rear animals for livelihood. Despite his dedication to work, he was facing difficulties in meeting the financial requirements of his family. Reasons behind this were: small size of the field; crops getting adversely impacted by abrupt weather conditions; and unfair market prices. Lack of technical knowledge regarding farming was also a major hindrance. All this has contributed to the hardships that Shree Ram and his family members were facing. They were unable to fulfil their daily requirements and this has even adversely impacted the education of their children.

Shree Ram was waiting for an opportunity to turn his bad times into good times. One day while he tuned into *Kisan Vani* Radio, he came across the *Aajeevika* Programme. He says, earlier he would listen only to the *Bundeli* folk songs on his radio set. After listening to this programme he realised that *Aajeevika* programme gives important information about how people involved in agriculture, agriculture related fields and animal rearing can increase their income. This gave him many ideas as how to bring changes in his situation.

Of the options shared on the programme, he thought of expanding his business of livestock rearing since he already has some basic knowledge of the same. He also had enough space to raise the animals. Another important consideration was his family. As his entire family was aware of the process, they will also be able to help him in raising the animals. After contemplating all the factors, Shree Ram contacted *Kisan Vani* Radio and shared with them that he learnt many new things through their programme. He asked them if they could help him with his idea of expanding the business of livestock rearing.

Kisan Vani Sironj linked Shree Ram with the bank and the Chief Minister Self Employment Scheme. However, the approval from bank is taking longer than expected. But since Shree Ram was determined and eager to start the business, he bought four buffaloes using his savings. He also immediately built a thatch to keep his buffaloes. This marked the new innings of his life.

“Every day, buffaloes are giving 15 litres of milk that helps me make a profit of Rupees 450 per day. This has helped me meet daily expenses of my family. But I have plans to expand my work. I am waiting for the loan,” shared Shree Ram. The earnings from milk has helped him send his children to school.

Besides, he has learnt new technical methods of farming from the *Aajeevika* programme. He says that now he treats the seeds before sowing. Using this technique, he is hopeful of a good harvest. “I am elated that *Kisan Vani Sironj* broadcasted a useful programme like this,” said Shree Ram with a smile on his face adding that he now listens to the programme with great interest. Not only this, he recommends people to listen to the programme and benefit from it. He expresses his gratitude to each and every person who helped him strengthen his means of livelihood.



Case Stories

Radio Dhadkan



- **Trust Your Talent and be Attentive to Opportunities**
- **Age is Not a Bar for Any New Initiative**
- **Right Information with Talent, Dedication and Patience - Key to Success**
- **New Skills, New Hopes and New Life**
- **Radio – A Real Source of Motivation**

Trust Your Talent and be Attentive to Opportunities



Sandhya Sharma

Age:

36 Years

Caste/ Religion:

Hindu

Education:

8th Pass

Occupation:

Tailoring

Address:

Shivpuri, Madhya Pradesh

Earlier Source of Income:

Nil

Approximate Monthly Income:

Rupees 6,000

36-year-old Sandhya Sharma is a resident of Gandhi Colony in Madhya Pradesh's Shivpuri district. Educated till class 8, Sandhya belongs to a family that is struggling hard to make their ends meet. At present, her husband sells eggs and chicken to earn a living. However, the money they earn is not enough to sustain their family. The financial crunch led to several problems in their house – taking loan at huge interest rate, frequent fights, all this was affecting the upbringing and education of her younger brother and sisters in the house.

“One day, a well-informed sister visited our colony and made us listen to the radio programme - *Aajeevika* that was informing the listeners on the topic of sewing and tailoring. I heard the complete session and decided to get training from an appropriate place,” shared Sandhya. Within two months, Sandhya learnt the skill of stitching, and simple basic techniques of running a house based income generation activity. Then she started her own business from her house. In the beginning, the profit wasn't much and arranging for raw material was also bit of a task. But with Sandhya's sheer dedication and hard work, her work started gaining recognition in the area. Today, she earns Rupees 5,000-6,000 every month which is enough to take care of the children.

Sandhya has deep appreciation about the *Aajeevika* programme and the agencies who are involved in the making and dissemination of this livelihood programme as this has changed her way of thinking and has helped in resolving the dire problem of earning livelihood, without moving out of her house.

Age is Not a Bar for Any New Initiative

42-year-old Aabida Khan resides in the Imam *Bada* colony in old Shivpuri area of Shivpuri district in Uttar Pradesh. Aabida, who was involved in some work or the other her entire life, is unemployed in this phase of her life. Her two sons earn by repairing watches. But currently their work isn't helping them earn money as many people have stopped wearing watches and have started relying on mobiles for knowing the time. This has left the entire family financially unstable.

Aabida was unhappy about this situation and was constantly worried to do something which would ensure her a stable source of income. One day Aabida, over Radio *Dhadkan* heard the *Aajeevika* programme where listeners were informed about benefits of forming Self-Help Groups (SHGs). She was happy to understand as how having part of a SHG could help not only save money but to take bank loan to start small businesses.

This inspired Aabida, and she contacted the Radio team who has made this programme. After receiving all the necessary information from the show, she conducted a meeting with the women of her area to discuss the concept of SHGs. In the beginning, many women rejected the idea but after some persuasion Aabida managed to form a SHG with 10-12 women.

She went to the bank and registered her group as Ambedkar Self-Help Group and the group members started saving money. After 6 months, the group was able to get a loan from the bank. This motivated the group. They all started the crafts work. The hand-made products of the group are now displayed and sold at different exhibitions across the districts.

“At present, each women member of the group is earning approximately Rupees 4,000 which will hopefully increase in future. I feel lucky to receive such an important information from Radio *Dhadkan*,” said Aabida while expressing her gratitude to Radio *Dhadkan*, their team, the people who are behind this concept and the organisers of such good livelihood programme for showing her the right path of self-dependency and prosperity.



Aabida Khan

Age:

42 Years

Caste/ Religion:

Muslim

Education:

8th Pass

Occupation:

Crafting

Address:

Imam Bada, Old Shivpuri,
Madhya Pradesh

Previously Earned Income:

Nil

Approximate Monthly Income:

Rupees 6,000

Right Information with Talent, Dedication and Patience - Key to Success



Sheela Jatav

Age:

45 Years

Caste/ Religion:

Hindu

Current Source of Income:

Vegetable Shop

Address:

Thakurpura Road Shivpuri,
Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 10,000

A resident of *Thakurpura* Road in *Shivpuri*, 45-year-old Sheela Jatav lives in a family of seven. Her husband and son worked as daily wage labourers and were well exposed to the uncertainty of this field where getting work every day was a huge challenge. Rest of the family members included three daughters and one daughter-in-law who had nothing to do other than the daily household chores. The entire family was facing a financial crunch that led to frequent quarrels between the family members. Helpless, Sheela stayed patient all this while. But gradually, things had started getting worse, as with inflation meeting of day to day expenses was becoming very difficult.

Sheela was constantly struggling to find a way out as she wanted to make things better for her family. One day, while listening to the *Aajeevika* programme on Radio *Dhadkan*, she finally found her way. The show shared how skills, dedication and patience are the only key for people to successfully start a work of their own. If one doesn't have space, even then they can start selling vegetables using a push cart.

This inspired Sheela to a great extent and she started her business of selling vegetables the very next day. She bought vegetable worth Rupees 200 from the vegetable market and sold it from her house. She started making profit from the first day itself. This encouraged her to continue working hard. Currently, she buys vegetable worth rupees 2,000 and earns a profit of Rupees 400 every day. This gives her a monthly income of Rupees 10,000 -12,000.

She expresses her feeling by saying "I am grateful to Radio *Dhadkan* and the organisers of this programme. It is because of them I could start a new life, and change the story of increasing problems in the family towards better and secured future". She further mentioned that in utter darkness a ray of hope is much needed and this *Aajeevika* programme has served as a ray of hope for her and the entire family.

New Skills, New Hopes and New Life

25-year-old Sinku Kushwaha lives in *Siddheshwar* colony, Shivpuri. A divorcee, Sinku lives with her daughter and two brothers. Her life with her husband wasn't peaceful as they used to have frequent fights. This led to their divorce. Sinku moved in with her brothers hoping to have a relatively comfortable life but soon after, the health of her brothers deteriorated. This put responsibility of the entire household on Sinku who would work day and night to earn money but wasn't able to sustain the family.

One day, while Sinku was at home, some people who were visiting her locality, played *Aajeevika* programme on radio *Dhadkan*. The programme was motivating and encouraging people to believe in themselves as it required only self-belief and dedication to start a business. Sinku heard how one can earn money by establishing their own beauty parlour. "I was already aware of the basics of the work. Besides, I took one-month training to learn it professionally. After my training I started my beauty parlour from home," shared Sinku who initially bought only a handful of equipment as she was sceptical.

However, gradually, her business started to grow. Today, she has no time to keep thinking and worrying. During wedding seasons, she has to cater to the demands of her customers at night as well. Now everyone in the nearby locality knows her – about her good skills and the hard work. "Now, people have started hiring me for doing bridal make-up as well for which I charge Rupees 2,000. This has not only helped me to take care of my brothers but to provide my daughter decent education. I am grateful to Radio *Dhadkan* and the organisers of the programme (who brought this concept to action) for making me aware of the new opportunities that helped transform my life," shared Sinku with a smile on her face.



Sinku Kushwaha

Age:

25 Years

Caste/ Religion:

Hindu

Occupation:

Beauty Parlour

Address:

Siddheshwar Colony, Shivpuri,
Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 10,000

Radio – A Real Source of Motivation



Deepali Gupta

Age:

30 Years

Caste/ Religion:

Hindu

Education Qualification:

8th Pass

Type of Family:

Nuclear

Number of Family Members:

4

Occupation:

Cooking in houses and self-business

Address:

Subhash Colony, Shivpuri,
Madhya Pradesh

Previously Earned Income:

Nil

Current Monthly Income:

Rupees 5,000

Originally from the city of Kanpur, Deepali Gupta post her marriage had shifted to Subash Colony in District Shivpuri. She belongs to a lower middle class family. Her husband was an auto driver but due to some circumstances he stopped driving auto. She has two children - elder one goes to a government school while the younger one stays at home. Deepali, being a new age woman, was well aware of the financial condition of the family and knew that once the younger child will start going to school, it would be difficult to maintain the household expenses. She would keep thinking of alternatives and was looking for that one chance to prove herself. Her husband shared her concern.

In January 2018, a team from Radio *Dhadkan* visited the area and discussed a programme (*Aajeevika*) on livelihood. Deepali heard the programme with great interest and concentration. After the programme was over, she decided to work as a domestic help while her husband started selling bread in the region.

In the beginning, she got hired in just 1-2 houses while husband struggled in making profit by selling bread. But the kind of determination they had, things were meant to change. Gradually, people got to know about their work and there was a sudden increase in their earnings.

Now Deepali works as a cook in 2 houses and earns a very good reputation besides earning decent income while her husband has started selling biscuits along with bread. Together, they are making Rupees 5,000 a month. At present, he has to visit houses to sell biscuits and bread but soon they plan to start selling it from their house itself as many people come there to collect bread.

Once this will work out, she also plans to get involved in this bread-biscuit business. Deepali says that currently she is earning Rupees 3,000 and hopes that with hard work and dedication, the amount will increase soon. She is quite happy today and credits whatever little she has achieved to Radio *Dhadkan* station team and the organisers of this very good livelihood programme, who visited their village and provided her the encouragement and right direction.

About Us



The **Ford Foundation** is a private, non-profit, philanthropic organization dedicated to international peace and the advancement of human welfare. It seeks to identify and contribute to the solutions of problems of national and international importance. The foundation works primarily by providing support for applied research, training, experimentation, advocacy and development efforts that are innovative and promise significant advances in its field of interest.



Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA **focuses on empowering communities** through *strengthening people's institutions and facilitating their access to basic needs*; **enabling economic opportunities** through *skill development for green jobs and enterprise creation*; and **promoting low carbon pathways for development** through *natural resource management models and clean technology solutions*.

Development Alternatives

B-32, Tara Crescent, Qutub Institutional Area, New Delhi 110016, India
Tel: +91 11 2654 4100, 2654 4200 Fax: +91 11 2685 1185
Email: mail@devalt.org, Website: www.devalt.org