



Ramrati Kushwaha: From Local Talent to Celebrated Bundeli Singer



Radio Bundelkhand 90.4 FM, a community radio initiative by Development Alternatives, amplifies the voices of communities in Central India's Bundelkhand region. Steadily working to reach a vast audience, it covers nearly 150 villages across Jhansi in Uttar Pradesh and Niwari, Tikamgarh, and Datia in Madhya Pradesh, connecting with over 400,000 listeners. The station serves as a platform for the community to express their dreams, concerns, and talents. Ramrati's story exemplifies this.

Residing in Simra village of Madhya Pradesh's Niwari district, Ramrati has always loved singing Bundeli songs since her school days. Despite her undeniable talent, limited opportunities outside her village held her back. However, Radio Bundelkhand's launch in 2008 proved to be a turning point. As the beautiful melodies of Bundeli folk songs filled the airwaves, Ramrati felt a surge of inspiration.

Driven by this motivation, Ramrati approached the radio station, eager to share her music with a wider audience. Radio Bundelkhand gave Ramrati a platform. Her enchanting voice reached beyond her village, resonating with listeners near and far. With each captivating performance, her popularity soared, accompanied by a significant boost in her income, which jumped from a modest INR 5 to 6 thousand per month to an impressive INR 15 to 25 thousand.

This newfound financial stability not only fulfilled Ramrati's dreams but also empowered her to achieve a significant milestone: acquiring two acres of land through her diligent savings. Ramrati's remarkable journey from a humble village singer to a celebrated radio personality serves as a powerful testament to the transformative power of community radio. Through Radio Bundelkhand, individuals like Ramrati find their voices amplified, their talents showcased, and their aspirations realised, transcending the limitations of local boundaries. Reported by Matadin Kushwaha.