

# Role of Community Radio in promoting Water and Sanitation



EMPHASIS ON SWACHH BHARAT ABHIYAN



# BROAD PERSPECTIVE

Importance  
and  
relevance  
of the issue

CR as alternate media  
CONTENT as key

Outreach activities

Challenges

# IMPORTANCE OF WATER AND SANITATION

- ◆ ISSUE OF CRUCIAL IMPORTANCE : NEEDS IMMEDIATE ATTENTION
- ◆ WATER – AN IMPORTANT RESOURCE OF NATURE (irrespective of geographical location)
- ◆ WATER – A NATIONAL RESOURCE
- ◆ ISSUE CRUCIAL TO BOTH URBAN AND RURAL AREAS
- ◆ CRITICAL TO ALL KINDS OF COMMUNICATION STATIONS AUDIENCES - NGO, CAMPUS OR KVK
- ◆ Directly CONNECTED TO HEALTH AS WELL
- ◆ OPEN DEFECATION : need to address and initiate dialogue
- ◆ THE POLITICS OF WATER
- ◆ WARS OF THE FUTURE – WATER WARS

# Community Radio : ROLE as alternate media

- ◆ CREATE AWARENESS
- ◆ TRIGGER THOUGHT PROCESS ON **SAVE, CONSERVE AND RECHARGE** WATER SOURCES
- ◆ ADDRESS LOCAL NEEDS and LOCAL PROBLEMS : CREATES PROXIMITY & PURPOSE
- ◆ CREATE INTERFACE BETWEEN RELATED DEPT AND USER
- ◆ GENERATE NEW IDEAS : INGENIOUS, INDIGENOUS AND INNOVATIVE
- ◆ CIRCULATE TRADITIONAL AND USEFUL KNOWLEGDE RELATED TO WATER
- ◆ COLLABORATE WITH ORGANISATIONS WORKING WITH COMMUNITIES
- ◆ CAN BE A GAME CHANGER IF IT CAN EFFECTIVELY INITIATE BEHAVIORAL CHANGE

# SOME EXAMPLES OF CONTENT CREATION & IMPACT

- ◆ Regular announcements both on save water as well as supporting information like contact numbers of local administration dealing with the issue
- ◆ Live shows on the concept of saving water & conserving it
- ◆ health and water borne diseases
- ◆ Generic on environment , water table going down
- ◆ Content based on waste disposal, segregation of waste , simple ways to recycle waste
- ◆ Presence of experts , live shows
- ◆ RAIN WATER Harvesting

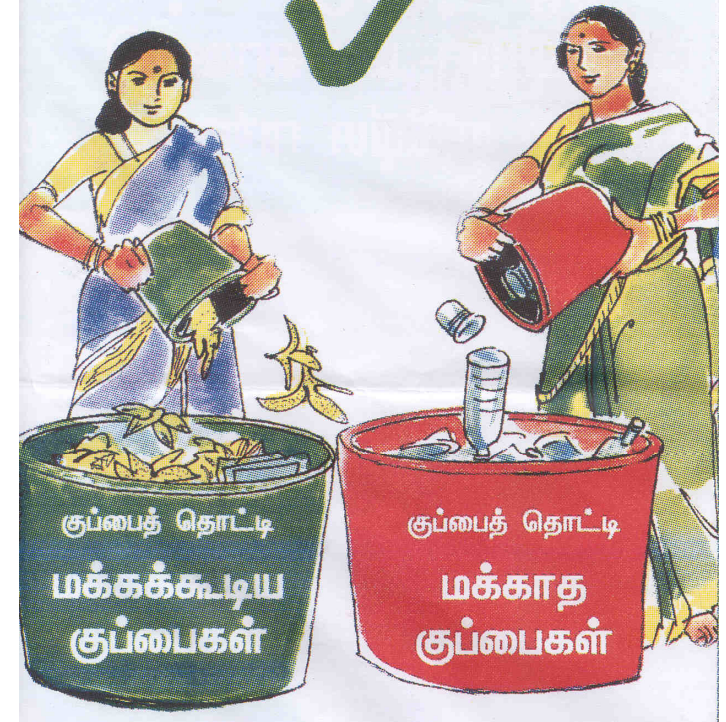


# Innovative programming

- ◆ Anganwaadi , Government hostels , schools (ANDHRA, NOIDA)
- ◆ The tap as protagonist : narrating the story of how it is being misused and polluted with local songs and dramatization (UP)
- ◆ Creating feel of ownership of water as a resource , good sanitation environment (ANDHRA , UP)
- ◆ connecting water and sanitation to peoples health and related health hazards (UP, HARYANA)
- ◆ Creation of songs in local language highlighting pollution of water as well as its wastage (PUNJAB)
- ◆ The river as the center of discussion (PUNJAB, TN)
- ◆ Identifying landfill affected communities , collecting voices and driving change among policy makers (KARNATAKA)

# Innovative programming

- ◆ River clean program – only an instigator (PUNE)
- ◆ Slogan writing in schools (NOIDA)
- ◆ Discussion within community to highlight all aspects of issue (TN)
- ◆ regional nuances (TN)
- ◆ Importance of dustbins (PUNE)
- ◆ Creating BIO FILTERS (TN)
- ◆ Success stories and historical figures/anecdotes



# SWACHH BHARAT

- ◆ Campaign brings immediacy and importance  
(CR stations were earlier also generating awareness )
- ◆ Has to be a chain of process – till disposal of waste or water treatment
- ◆ Will help focus on rural sanitation especially in CRs with rural populace
- ◆ Participatory approach : for eg dustbins in Univ
- ◆ Narrowcasting





# GENTLE REMINDERS

?.....?

- ◆ Sustained effort – cannot be assessed in a limited time period
- ◆ Sustainability of Thematic focus
- ◆ Authenticity of content
- ◆ Incomplete without bringing a behavioral change in listener and policy change in governance
- ◆ Research into reasons for Behavior patterns and other factors: for eg like Migration, slums etc
- ◆ Inclusive and participatory approach

# CHALLENGES



- ◆ Community Radio and Local representative of government : for example SDM . Need to understand each others value and sharing of information
- ◆ Resources
- ◆ CR can only do limited outreach, trigger as media to be forwarded on ground 'in action' by other stakeholders
- ◆ Long term approach