



90.4 FM
RADIO
MADHUBAN



TRANSFORMING LIVES
ANNUAL REPORT
Journey of 10 years



Rajyogini Dadi Janki (1916 - 2020)

A spiritual guiding light for millions of people around the globe, Dadi Janki was an extraordinary woman of wisdom and untiring spirit of service. Her exemplary love for the divine and indomitable determination inspired everyone who met her. We at Radio Madhuban are fortunate to have received her blessings in the studio and elsewhere many times.

We sincerely believe that her example of selfless service will remain a source of everlasting inspiration for millions of people.

OUR CORE BELIEF
**THROUGH
RADIO,** WE HAVE
THE **POWER** TO
**CHANGE
LIVES**

4

Introduction

Blessings
Core values
About us
Executive summary
From the director's desk
Messages

12

Highlights

Fact File
Broadcasting Report
Snapshots
Awards
Participations
New Shows

26

Community Development

Empowering Through Education
Gender Equality
Art & Culture
Access to Health Care
Youth Empowerment
Inclusive Growth
Society
Sustainable Living

80

People

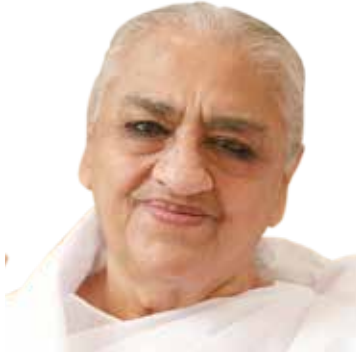
Radio Madhuban Team

82

Programming

Live Events
Fixed Point Chart

BLESSINGS



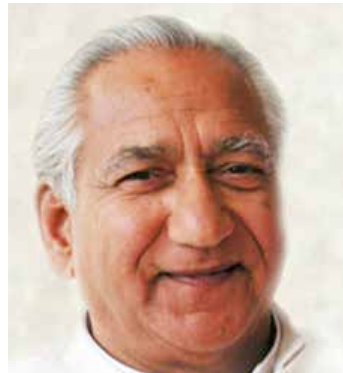
Dadi Hirday Mohini
Chief
Brahma Kumaris



Dadi Ratan Mohini
Additional Chief
Brahma Kumaris



Dadi Ishu
Joint Chief
Brahma Kumaris



BK Nirwair
Secretary General
Brahma Kumaris



BK Brij Mohan
Additional Secretary General
Brahma Kumaris

*Their blessings have been guiding stars
in our journey.*

LET'S REIMAGINE THE FUTURE TOGETHER

VOLUNTEERISM

Love and passion for community service is our force for progress and reason for success.

DIVERSITY

We work to enhance inclusivity and preserve the cultural heritage of a diverse social community.

INTEGRITY

We prioritize originality and honesty in all our work while creating an environment of trust and happiness.

CREATIVITY

We value innovation and creativity in all our work. We do something new every day.

TEAMWORK

Working in teams, big and small, with all stakeholders helps us to bring about lasting positive change.

HUMANITY

We work to restore morals and values in society to help in social development.

Radio Madhuban 90.4 FM was started in 2011 with a small team of volunteers who shared a common vision to develop the villages in and around Abu. Licensed by the Ministry of Information and Broadcasting, Government of India, Radio Madhuban is India's first value-based community radio station.

Over the years, the team has designed several radio shows in local languages, keeping in mind the listeners' interests and the station's objective of spreading a meaningful message through broadcasting. Shows in Hindi, English, Gujarati, Marwari and a few tribal languages can be heard on Radio Madhuban 90.4 FM.

The many village outreach programs organized on several occasions all round the year attract huge local crowds. The team endeavors to promote a feeling of brotherhood, amity and unity in the community by celebrating local festivals and events with them. Radio Madhuban 90.4 FM also undertakes development projects from time to time, focused on effecting a significant change in the region by tackling prevalent challenges and issues.

These initiatives have together propelled a wave of development in the region. In the journey so far, we have focused on strengthening democracy, skill development, social reform, education, health and preservation of local culture. Our efforts have had a great impact and connected many new listeners to the radio station.

Radio Madhuban is also available to global listeners through a mobile phone application, and a strong social media presence on common platforms like Facebook and Instagram. With a strong volunteer base, passion to work, and enthusiasm, we are transforming lives as we go ahead.

Our Mission

We aim to truly serve society and mainstream the marginalized and underprivileged communities by informing, educating, enlightening and awakening them in order to improve their social, psychological, emotional and physical well-being.

Our Vision

Radio Madhuban 90.4 FM envisions maximizing community participation in the design and development of programs and the functioning of the radio station.



EXECUTIVE SUMMARY



As we complete 10 years of our journey, I recollect the first time I met a few of our founding members to discuss the idea of setting up a community radio station for the people of Abu. With my experience in information technology and its role in community development, I believed in the great power of radio in transforming lives in a community. With determination in our minds, we have worked since the first day in 2011 to make radio a medium of sustainable development in Abu.

Radio Madhuban is the first broadcasting community radio station in Sirohi and the first community radio station in India that was set up to exclusively promote value-based content. Since day one, our team of passionate volunteers has made it possible to broadcast 24 x 7. In 2015, Radio Madhuban became the first-ever broadcasting medium to document and broadcast the history of Abu. Our efforts have made us popular not only in the local community but also in more than 40 countries.

It is also the only radio station that is run entirely by volunteers, whose passion, energy and strong will power makes it all happen. While our community is the reason for our success, it is the team of Radio Madhuban that brings the community together.

In this report of 10 years, you will read stories of empowerment, development and transformation. You will also read testimonials from our community members and from other organizations who have supported our endeavors from time to time. We sincerely appreciate their collaboration and guidance.

It is not that we have not faced any challenges in this journey, but we have worked to find solutions to overcome those challenges. We are very proud of this journey of learning, sharing and caring.

I sincerely hope that as you read this report, you will notice how our efforts have positively impacted the community and continue to believe in us and support our work.

BK Yashwant Patil
Station Head
Radio Madhuban 90.4 FM

FROM THE DIRECTOR'S DESK



It gives me immense happiness to share this annual report with you. Many of you have been a part of our journey in one way or another, and therefore I thank you for your valuable support. Your trust and confidence are an impetus for our endeavors.

In 2011, we could only imagine the changes a community radio station could bring in the life of the people of Abu. Today, when we look back on this journey of 10 years, we see that imagination becoming a reality. This report is not only a reminder of the hard work and effort the Radio Madhuban team has put in for achieving our collective vision, but also testimony to the success of those efforts.

Any community radio station's success is based on the community's participation in its daily operations. At Radio Madhuban, we have been

successful in engaging the local community in all our different activities — from show designing and production to outreach programs. When you visit Radio Madhuban or listen to any of its shows, it truly feels like a radio station of the community, being run by the community for the community.

Since the beginning, it has been our focus to promote education and living values, good health and hygiene, good governance and environmental sustainability. Our work has empowered children, youth, women and senior citizens and provided them a platform to learn, share and express themselves.

I sincerely hope that you will continue to support us in our future endeavors.

BK Karunakar Shetty
Director
Radio Madhuban 90.4 FM



It is a matter of joy that Radio Madhuban 90.4 FM, the community radio operated by the Brahma Kumaris, has completed ten years of its service.

Community radios are a less expensive way of communication for reaching to remote communities and small community clusters. The local community connects with the radio and takes benefit from its programs. Radio Madhuban broadcasts programs related to agriculture, health, education, social development, culture and issues of current relevance. Community radio 'Radio Madhuban 90.4 FM' is the voice of unprivileged sections of the society and tribal communities. I hope that this radio station will continue to work for social development in future.

I extend my best greetings on the completion of ten years of Radio Madhuban's service.

Prakash Javadekar
Minister
Environment, Forest & Climate Change and
Information and Broadcasting
Government of India



I am glad to note that Radio Madhuban 90.4 Fm is completing its 10 years of operations as a community radio station this year. A special report is also being published on this occasion.

At the very outset, I congratulate Radio Madhuban on completing its 10 years of operations. Community radio is an innovative and effective way of communicating with the local population of a specific region on various issues that concern their day-to-day life.

It is indeed a noble concept of community outreach which should be utilized for awareness campaigns on the subjects like health & hygiene, education & employment, development & environment etc.

I Hope that Radio Madhuban 90.4 FM will continue to serve the society through its programmes. I convey my best wishes for successful publication of the special report.

Ashok Gehlot
Chief Minister,
Rajasthan



I am delighted to know that Radio Madhuban is completing 10 years of operation this year and on this occasion the Radio is publishing a report of their work, collaborative support and stories of their journey.

Community radio helps empower the community through informative radio programs. During the Covid-19 pandemic, community radios have played a very crucial and effective role in creating public awareness. Community radio is a community in itself. It is an 'agent of change' which reaches out to millions of people every day.

Radio Madhuban, with its innovative programs, has forged strong ties with the local community. They have also undertaken community outreach projects that have brought about a great improvement in the lives of the people. Health and hygiene, education, youth empowerment, environment, women's empowerment and social development are some of the focus areas of their work.

This report has highlighted many success stories which will encourage others to march forward in the same way with better innovation. I wish them great success in their future endeavors.

Gaurishankar Kesarwani
Additional Director (CRS)
Ministry of Information and Broadcasting



Congratulations on celebrating 10 full years of community service! You have created a highly innovative program that has been serving not just people in Abu but further afield also, because, of course, it's now webcast worldwide. It's an amazing achievement in which you have reached out to local councils, the government, UNICEF, UNESCO, NGOs, etc. The partnership that has been created with all of these institutions is one that is highly beneficial for everyone. The subject of sustainable development is the big subject of our times and Radio Madhuban has really contributed in a major way to help people understand the need for this and to support it through their lifestyles and work.

I know that all the seniors of the Brahma Kumaris organisation have supported this venture and you have their blessings. I recall that Dadi Janki in particular very much supported this initiative and herself would share messages of upliftment and benefit for all.

I am sure that this service that has been started will continue to develop with the support of everyone involved: the presenters, those serving in the background and the community that has been created through the broadcasts.

All good wishes for the further expansion of your activities.

BK Jayanti Kriplani
European Director, Brahma Kumaris



Let me at the outset congratulate Radio Madhuban for completing 10 years as one of the prominent community radio stations in India. I would like to convey my sincere appreciation to the dedicated staff and volunteers as well as the management of the station for a decade of contributions to amplifying the voices of local communities in the Abu Road area of Rajasthan.

Based on its fundamental ethos of service to humanity, Radio Madhuban has been engaged in production and dissemination of radio programs that are not only locally relevant, but also address the needs of the most marginalized groups among its listeners, including poor women, farmers, and tribals. While I have followed the excellent work done by the radio station in a number of national-level campaigns such as those on nutrition, adolescents, and gender, I had the opportunity to observe and interact closely with the station during the Festival of Democracy project that was led by the UNESCO Chair on Community Media.

Contrary to misplaced stereotypes that people may have had because of the station's association with the Brahma Kumaris movement,

their work on voter education and electoral literacy as part of the Festival of Democracy project has demonstrated the larger ethical framework they bring to their radio broadcasting, while retaining a very contemporary character in terms of both content and formats. For example, a specially produced rap song on the need to vote managed to appeal to young listeners with its relevant message for first-time voters. At the same time, the station has been in the forefront of promoting local languages and dialects through its musical content.

Radio Madhuban is a beacon of hope not only in western India, but also as an exemplar of a dynamic, locally relevant, participatory, ethical, and culturally vibrant community radio station in the country. I wish them all the success in redoubling their efforts to serve the community with renewed dedication and commitment as they embark on the next ten years of their radio journey.

Prof. Vinod Pavarala
UNESCO Chair on Community Media



Govt. Upper Primary School teacher Ms. Mamta sharing her experience with Radio Madhuban.

FACT FILE

2011 - 2020

10

Awards
Received

101

Live Events
Covered

16

MoU
Signed

62

Shows
Broadcasted

201

Plays
Produced

42

Radio
Jockeys

9

Interns

27

Trainees

3666

Hours Spent
in Community

68229

Phone Calls
Received

99342

SMS
Received

10728

Hours of
Production

16930

Children
impacted

17244

Women
impacted

18531

Visitors
in Studio

13678

Interviews
Recorded

61

Community
Projects
Organised

36

Outreach
Programs
Organised

BROADCASTING

2011-2020

EDUCATION

Suprabhat
Amrutdhara
Nayi Kiran
Good Morning Abu
Zindagi Do Pal Ki
Jankari Express
Bachpan Express

Spoken English
Pathshala
Nanhe Sitare
Meena Radio
Bachon Ki Dadi
Tim Tim Tare
Udaan

Total: 6634 Hrs.



61%

39%

29.1% Community Voice

6776
Episodes

2795
Calls

ART & CULTURE

Sangeet Ki Duniya
Gaon Ri Batein
Opno Samaj
Khushi Ke Nagmain
Safar
Panditayin
Tarane naye Purane

Kahaniyon Ka Safar
Afsane taranon Ke
Madhuban Unplugged
Apni boli Apni Bhasha
Dharti Dhorari
Mehfil
Aap Ki Baat Vivek Ke Sath

Total: 4354 Hrs.



89.6%

10.4%

98.4% Community Voice

4072
Episodes

20837
Calls

YOUTH

Spotlight values
Vishesh Mulakat
Jiyo Zindagi
Youth Junction
Career Option
Jeevan Roshni
Yuva Manch

Total: 7065 Hrs.



61%

39%

28.5% Community Voice

7764
Episodes

15926
Calls

HEALTHCARE

Sahaj Swasth
Aap Ka Swasth Aap Ke Hath
Poshan Mera Adhikar
Poshan Ki Potli
Swasth Man

Total: 581 Hrs.



86%

14%

84.6% Community Voice

727
Episodes

2721
Calls

WOMEN

Aashiyana
Vandemataram



100% Community Voice

2309 Episodes | **7049** Calls

DIVERSITY

Man Ki Ankhon Se
Hamarahi



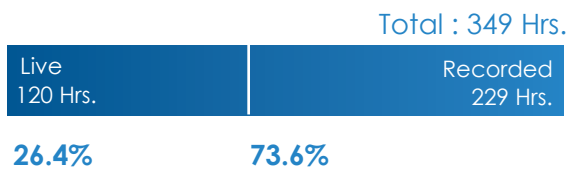
52.8% Community Voice

68 Episodes

SOCIETY

Festival of Democracy
Jab Pankh Mile Adhikaron Ke
Yojanaon Ka pitara
Salam E Zindagi
Hamari Sarkar Hamare Adhikar

Full On Nikki
Hamara Abu
Man Ki baat
Kanun Ki baat



31.6% Community Voice

571 Episodes | **224** Calls

SUSTAINABLE LIVING

Mera gaon Mera Anchal
Samay Ki mang
Nayi Duniya



95.7% Community Voice

3040 Episodes | **220** Calls

SNAPSHOTS 2011-2020



Mr Raj Kumar Rinwa
Forest Minister, Rajasthan



Ms Jamuna
Actor (Bollywood, Tollywood)



Mr K.P. Singh Deo
Former Union Minister, MLB, Odisha



Mr Kanhaiyalal Arya
Chairman, Arya Samaj, Sujangarh,
Rajasthan



Mr Debabrat Das
Joint Secretary, Planning
Commission, New Delhi



Mr Hakam Khan
Rajsthani Folk Music Director
Kesumbha Bhatiyani, Barmer



Mr Vishnu Goyal
Additional Director, DIPR, Jaipur



Mr Prashant
DIG, CRPF, Mt. Abu



Dr D.R. Kaarthikeyan, Former Director,
CBI



Mr Rajesh Dave
DGM, NABARD, Bharuch, Gujarat



Mr Avichal Chaturvedi
SDM, Mt. Abu



Justice S.S. Kothari
Lokayukt, Rajasthan



Mr Arvind Mohan Sharma
Editor-in-charge
Rajasthan Patrika, Pali



Sadhna Sargam
Bollywood Playback Singer



Dr. Rani Bang,
Gynecologist, Gadchiroli



Mrs Veena Seth
Artist, AIR, Ahmedabad



Gulab Kohari
Editor-in-Chief, Rajasthan Patrika



Mr Yogesh Saxena
Rtd. Inspector of Health Education,
Abu Road



Dr. Ved Pratap Vaidik, Chairman,
Council for Indian Foreign Policy



Dr Sushil Parmar
Chief Health & Medical Officer, Sirahi



Ria Sharma, Founder,
Make Love not Scars NGO, New Delhi



Mr Sirjan Pal Singh
Writer, New Delhi



Dr Padmanabha Rao
Former Additional Director,
Doordarshan, New Delhi



Dr P H Patel
Asst. Professor, Dept Of Agronomy,
SDAU, Gujarat



Preetha Mazumdar,
Playback Singer, Mumbai



Azaad Pandey, Founder,
SMILE Roti Bank Trust, Gorakhpur



Mansi Pradhan, Founder,
Nirbhaya Vahini, New Delhi



Mahender Vaishnav,
Blind Cricketer, Hyderabad



Dr Seema Rao,
Commando Trainer, Mumbai



Mamatha Achanta, Founder,
Tharuni NGO, Hyderabad



Laxmi Agarwal, Campaign
Stop Sale Acid, New Delhi



Beena Rao, Founder, Prayas
Coaching Classes, Surat



Dr. Kriti Bharti, Sarathi Trust, Jodhpur



Pragya Prasun, Founder, Atijeevan
Foundation, Bangalore



Sheena Chauhan, Youth for Human
Rights Ambassador for South Asia,
Fraser Scott, Youth for Human Rights,
Director Mumbai



Hasina Kharbhih, Impulse NGO
Network, Shillong



Pratap Chandra Sarangi, Animal Husbandry Minister



Sharad Sagar, Founder, Dexterity Global, Patna



Sanjay Khanduri, Bollywood Film Director, Mumbai



Jawed Iqbal Khan, Ehsaas Peace Foundation, Delhi



Subhash Dhuliya, Emeritus professor, Central University of Rajasthan



Hemanth Acharya, Music Director, Mumbai



Sunita Krishnan, Founder, Prajwala, Hyderabad



Sunita Godara, Asian Marathon Champion



Sarvey Satyanarayana, Union Minister of State for Transport



Lovely Katiyar, SP, Sirohi



Rati Agnihotri, Bollywood Actor



Mansukh Ram, Tehsildar, Abu Road

AWARDS

2011- 2020



Yashwant Patil, Station Head, Radio Madhuban, receiving the National Community Radio Award from Prakash Javadekar, Minister of I&B.

2014

National Community Radio Award

Category: Thematic

Radio Madhuban was awarded the National Community Radio Award 2014 by the Ministry of Information and Broadcasting, Govt during 4th National Community Radio Sammelan in the Thematic category for its show "Gruhasan Se Singhasan" that celebrates the efforts of Sarmi Bai, an uneducated tribal woman of Abu who became the village Sarpanch, for girl's education.

2015

Best Community Broadcasting Award

The Municipal Corporation of Mt. Abu honoured Radio Madhuban 90.4 FM for its dedicated services to the local community and for promoting moral values through its shows and outreach programs.

Sustainable Community Leadership Award

India Sustainability Leadership Summit & Awards recognized Radio Madhuban's outstanding achievement in the area of sustainability in the built environment and community leadership

Manthan Award

Digital Empowerment Foundation nominated Radio Madhuban as a top three finalist for the program "Aap Ka Swasthy Aap Ke hath" for community development through digital innovation.

2016

National Community Radio Award

Category: Thematic

For the program, "Hamari Sarkar Hamare Adhikar", focused on tribal rights and democracy.

Award From Govt. Of Rajasthan

On behalf of Government of Rajasthan, Shri. Satya Narayan Acharya, Sub-Divisional Officer, Kotra, Udaipur honoured RJ Vinod for the Radio Madhuban team's tireless efforts to spread awareness about the Mautana custom in Abu and nearby villages.

2018

National Community Radio Award

Category: Community Engagement

Radio Madhuban's show "Nanhe Sitare" was recognised for its relentless efforts to improve the skills and talents of tribal schoolgoing children.

National Community Radio Award

Category: Promoting Local Culture

Radio Madhuban's show "Opno Samaj" won the award for connecting today's generation to its heritage and cultural roots by sharing various socio-cultural customs and age-old traditions.

2019

National Community Radio Award

Category: Promoting Local Culture

Radio Madhuban's show "Gaon Ri Baten" was given the award for its efforts to promote local culture and preserving the rich heritage and traditions of the tribal communities of Abu.

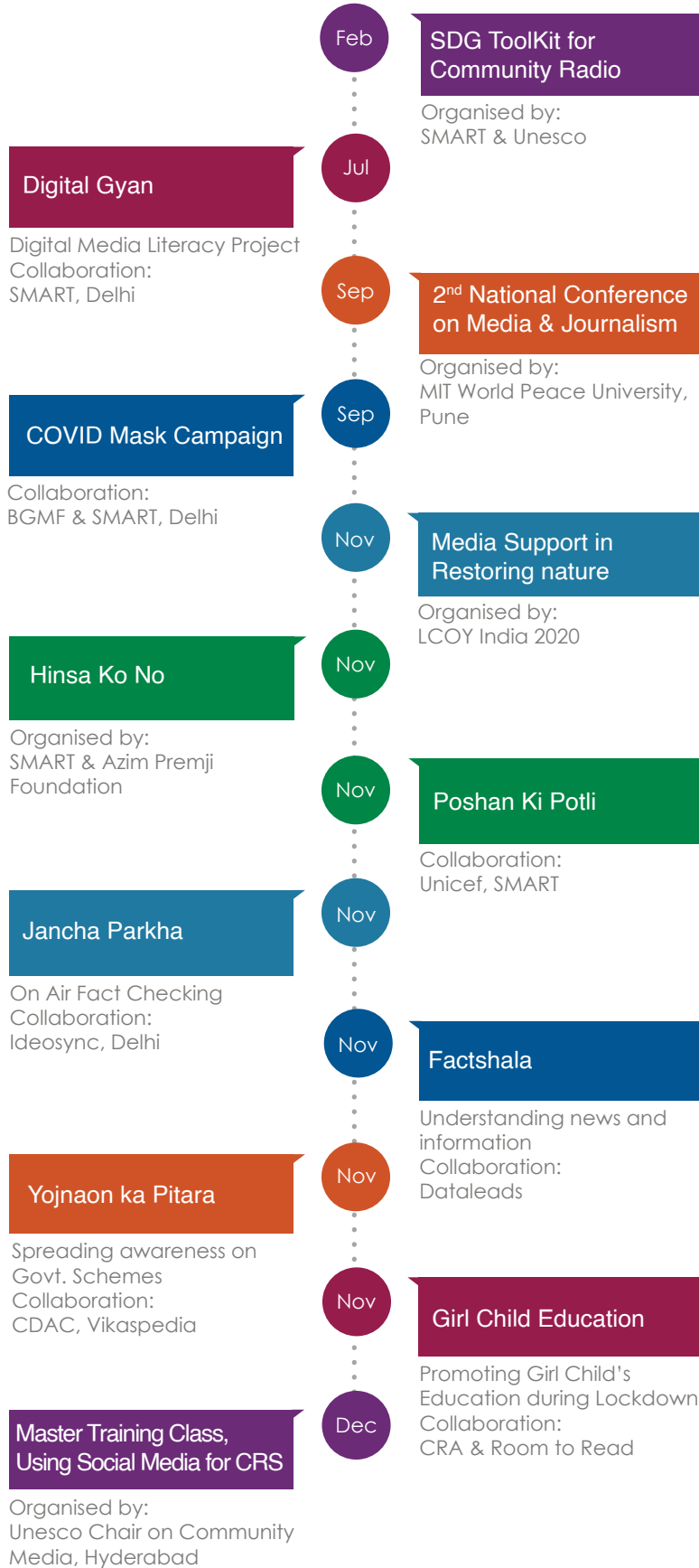


PARTICIPATIONS

2020



RJ Arushi during Radio Festival 2020.



NEW SHOWS 2020



RJ Mona and RJ Rohit during the show "Facishala".

HAMRAHI



Host

RJ Sandeep

Language

Hindi

Broadcast Timing

Sunday 5:00 pm

Guest

A married couple with special needs

Theme

This show addresses the challenges faced by people with special needs in finding their life partner for marriage. Every Sunday, a married couple with special needs shares their experience with their family, friends and society.

NAYI DUNIYA



Host

RJ Shubha & RJ Shri

Language

Hindi

Broadcast Timing

Saturday 4:00 pm

Theme

In this interactive talk show, the RJ and a guest speaker from diverse professional backgrounds discuss environmental issues and sustainable living practices. This show inspires people to adopt easy changes in their daily life to contribute to environmental conservation.

YOJANAON KA PITARA



Host

RJ Mona & RJ Rohit

Language

Hindi

Broadcast Timing

Thursday 6:30 pm

Theme

This show informs the listeners about various schemes of the government focused on a wide variety of themes, including education, infrastructure, rural and urban development, taxation and economy, healthcare, etc. Each episode is in the form of an interview with an expert.

PATHSHALA KI GHANTI BAJAO



Host

Kshamtalay Foundation

Language

Hindi

Broadcast Timing

Mon to Fri 2:30 pm

Theme

The academic syllabus of classes 1st to 5th is broadcast during this show. Produced in association with Kshamtalay Foundation, this show helps to promote education.



Community Reporter Pabitra Mallik with local community members.



COMMUNITY DEVELOPMENT INITIATIVES

EPOWERING THROUGH EDUCATION
GENDER EQUALITY
ART & CULTURE
ACCESS TO HEALTH CARE
YOUTH EMPOWERMENT
INCLUSIVE GROWTH
SOCIETY
SUSTAINABLE LIVING



1 से 15 तक गिनती

1
2
3

	1	$10 + 1 = 11$
	11	$10 + 2 = 12$
	111	$10 + 3 = 13$
	1111	$10 + 4 = 14$
	11111	$10 + 5 = 15$

RJ Mona and RJ Ramesh counting numbers with students.



EMPOWERING THROUGH EDUCATION

A STORY OF KNOWLEDGE AND LEARNING

Our work supports Sustainable Development Goals





Students of Govt. Girls School, Ore, sharing their ideas in the program “Nanhe Sitare”.

Introduction

While the oldest school in Mt. Abu was established in the 1880's, the literacy rate of the region is very low.

A number of private schools have come up in the region since the year 2000, but their high fees and far-off locations limit their intake to middle-income and high-income families from the city areas that constitute a very small percentage of the region's population.

The majority of children live in remote villages that lack educational facilities. Owing to the community's general apathy towards education, rural schools often become centers of community activities, places of social discourse or just a meeting place for men to get together and drink. Our listeners have reported that children sometimes find empty bottles of alcohol in the school courtyard in the morning.

The villagers are engaged in daily wage activities and are stuck in the vicious cycle of poverty. They engage their children in labor at a very early age to support the family. This is also a reason for low school enrollment and high drop-out numbers in the region. Villages have good government-supported facilities for primary education but not so much for higher and senior secondary education.

Promoting education for all and bringing about a change in the community's mindset about its importance is at the heart of Radio Madhuban's

policy. Following a multidimensional approach to address this issue, Radio Madhuban has conducted 24 community outreach events, successfully undertaken 10 focused long-term projects and broadcast hundreds of special series of shows on radio in the past 10 years.

These efforts have resulted in tremendous positive change in the situation. Not only have we succeeded in increasing awareness about the importance of education and schools in the community, we have also launched a full series of educational shows on radio with help from students, teachers and other members of the local community.

Our focus is not just on general education and co-curricular activities such as music, art, and dance, but also on skill development. From conducting classes at the railway station for kids engaged in rag-picking to raising funds and community support for renovation of a girl's school, and training middle and high school students in radio program production and getting them to do their own show, our team has left no stone unturned to promote academic knowledge, life skills and vocational skills among the young citizens of Abu.

Our collaborations with several experts from all over the country have been crucial to the success of our initiatives. As you read about our different initiatives on the next few pages, you will learn about our determined and sustained approach towards promoting education and skills in Abu.

A Story of Knowledge and Learning

It all started in 2011 with Project "Shiksha", an initiative to inspire the community to support underprivileged students. During Radio Madhuban's first ever school visit, to the Govt. Middle School in Danvav village in Abu, the team noticed that students needed stationery items and proper clothes. Special audio capsules were broadcast and RJs shared their experiences of the school visit in their shows on radio to create awareness among listeners about the condition of schools in the region and inspired a helping attitude.

Many listeners called in to offer support and donated clothes, notebooks and stationery items for the students of the Govt. Middle School. This was just the start of a series of initiatives that would change the educational landscape of Abu.



Community Speaks

I like to listen to all the morning shows on Radio Madhuban. They give me a lot of positive information and inspiration to start my day. "Suprabhat", "Good Morning Abu" and "Nayi Kiran" are very motivating shows.

Prakash Chavda



During this visit, a young boy shared that he had to drop out of school and find work to support his family. He was eager to study and wondered if he could study through the radio. This sparked an idea that led to the creation of "Pathshala", a school class on radio. Radio Madhuban sought help from teachers of government schools in Abu and recorded lessons from the approved academic syllabus of Social Science, Science and English for Grade 6th.

It was difficult to find teachers who would be willing to come to the studios, let alone record full lessons. The team would sometimes visit schools and record during live classes. But in the end, this series received a tremendous response from children who had dropped out of school, students of private and government schools, and their teachers.

Pathshala became a source of primary learning for children who had no access to education and a way for schoolgoing children to revise and



Intern Atul during Sarv Shiksha Abhiyan.



Govt. Residential Sr. Sec. School students during an educational tour of the Radio Madhuban studio.



Govt. Middle School students listening to their program through narrowcasting.



Govt. Middle School students receiving stationery from Radio Madhuban.

understand their lessons in detail. In the same year, Radio Madhuban organized a one-day field visit to the Shantivan Complex of Brahma Kumaris for 50 tribal students and their teachers from Government Middle School in Kyariya Village. To promote national integration, an elocution competition was organized to celebrate Independence Day, in which 40 students from classes 6th to 12th from 10 schools participated.



Community Speaks

My home is very close to the Radio Madhuban station. This has been a great advantage for my kids. Both of them have been going to the radio studio for a few years now to learn new skills and attend the workshops that Radio Madhuban organizes regularly. This has helped them to be more confident. Learning presentation skills at Radio Madhuban has helped them to overcome their stage fright and perform better in their school co-curricular activities and stage events. Interacting with the Radio team has inspired them to be polite and respectful in their conduct. The workshops have enhanced their focus in their studies. I am very happy that Radio Madhuban has programs and workshops for kids also that help in their holistic development. Thank you Radio Madhuban!

Ruchika, Abu Road



Radio Madhuban initiated a project, "Nanhe Sitare", that was designed to provide rural and tribal schoolgoing children a platform to share their stories, songs, and ideas with the community. Under this project, the Radio Madhuban team visits government-run schools in 60 villages and makes recordings. This was the first chance for hundreds of children to hold a mic and speak on radio. It also helped them learn presentation skills and increase their confidence. This content is broadcast on radio and again narrowcast in schools to further increase the outreach. Students love to hear their voices on radio and come forward to share. This effort has been highly appreciated by schoolteachers, staff and children and their parents.

These first few initiatives were learning steps for the team at Radio Madhuban. In 2012, Radio Madhuban launched the "Saksharta Abhiyaan" to spread awareness about government schemes such as Sarva Shiksha Abhiyan (SSA) and the Right of Children to Free and Compulsory Education.

To focus on students' overall development and give them a platform to express their talents, Radio

Madhuban organized a series of different co-curricular inter-school competitions in 2014. About 300 students from classes 5th to 12th participated in the painting competition organized on World Radio Day. In the Children's Day celebrations organized by Radio Madhuban at the Government Higher Secondary schools in Danvav and Mudarla, over 400 students from classes 1st to 7th from 10 schools participated in poetry recitation, story-telling and quiz competitions. To include adults and senior citizens in the discussion on education and enable a change in the mindset of the community about education, Radio Madhuban organized a speech competition, "Bharat Desh Mahan", in which several government officials, police officers, social workers and farmers participated.

Some 350 students participated in the essay competition, "Vision India 2025", which promoted a sense of national integration and encouraged students to use Hindi and English languages to express their ideas. News of these competitions and the experiences of the participants were broadcast on radio to encourage other students in the region to participate in such events. To promote national unity and a feeling of collective belonging, an outreach program was organized at Government Upper Primary School in Mudarla on National Unity Day. On a September evening, while coming back from



Local schoolteachers discussing the challenges they face when teaching, during a "Teacher's Conclave".

a field visit, team Radio Madhuban was deeply concerned at seeing a group of children, some as young as 7 years old, salvaging waste at the Abu Road railway station. Learning on experience from the past three years, Radio Madhuban launched the "Right to Education Project" to address child labour and give these children a chance to learn.

After much reluctance on the part of their families, our team started teaching 19 young rag-pickers daily near the railway station. A team of 2 RJs would go daily to teach these kids not just math, science and languages, but also moral values, life skills and practical knowledge. It was very difficult to convince the parents to let their children study,

because they had become a source of financial support for their families. This continued for 10 months, after which Radio Madhuban helped them enroll in schools. On Teacher's Day in 2015, Radio Madhuban



Jr. RJs posing with letters they wrote to their father during a skill development workshop.

organized a get-together and workshop for teachers at the Govt. Higher Secondary School, Darbar, Abu Road. Some 450 students and 47 teachers participated. This workshop emphasized on teachers' crucial role in shaping children's future. In the summer of 2015, Radio Madhuban organized a 15-day cultural camp for 47 tribal girls at Rajkiya Sarojini Bai Fule Kanya Chhatravas in Satpur, Abu to promote local art and culture. This was a great impetus for the students, who learned about traditional art forms, music and dance forms of the region. The girls also recorded 15 tribal songs that were later broadcast on radio. By this time, a lot of different shows were being broadcast on radio that focused on education,

skill development, environmental awareness and local culture and tradition. Many students and teachers from the local community were already connected to Radio Madhuban and supported these initiatives in many ways.

The team continued with this effort and went to different schools in Khedat, Danvav, Umarni, Ore, Mudarla, Kyara, Amthala, Panduri and Karoli villages to interact with students. This project gave the students a platform to share their stories, talents, and ideas with the community through radio. The Radio Madhuban team would go back to the schools to narrowcast these shows. This project significantly raised awareness about the radio station and its projects in the community and connected many new listeners to it. Narrowcasting has since then been a regular feature at Radio Madhuban.

To focus on skill development and encourage



Community Speaks

I like to sing and want to become a professional singer. I started listening to the show "Sangeet Ki Duniya" on Radio Madhuban many years ago. I used to sincerely listen to the show and learn music and also practice. Later, I got an opportunity to meet the host of the show, Ms. Banjeree, and she is now my music teacher. Radio Madhuban has made it possible for me to learn music and work to make my dream a reality.

Pavan, Talhetai



RJ Usha imparting basic education to children living in the Luniapura slums.

students to learn from each other, Radio Madhuban organized the "Kaushal Abu, Kushal Abu" fair at Polo Ground, Mt. Abu in 2016. This was a unique opportunity for school students to showcase their talent in sports, arts, music and public speaking.

Experts from different cities were invited to interact with the participants and judge the competitions. Some 400 students from 7 schools participated in



Students of Govt. Middle School, Kyariya, pose for a group photo after a "Bal Vyaktivity Vikas Shivir".

the fair. Radio Madhuban organized a Student's Conclave and a Teacher's Conclave in 2017 to bring the community together to discuss ways to improve the quality of education in the region. Students from classes 11th and 12th shared some interesting ideas during the Student's Conclave hosted at St. John's School. In the Teacher's Conclave, 25 teachers of primary, middle and senior classes from private and government-owned schools discussed the key challenges they faced and their solutions.

Between 2016 and 2019, Radio Madhuban trained many school students from classes 6th to 12th in radio operations, radio program designing, community research and radio journalism. The first batch of 10 students started training in 2016

and it all started from there. During the workshops, students were trained in public speaking, voice modulation, radio skills such as audio editing, sound mixing and creative skills such as drama narration, reading exercises, story-telling and problem solving.

This intensive hands-on training over years has been beneficial for many students. It not only helped them learn new technical skills but also helped in their personality development. From being listeners to hosting shows on radio, it was an eventful journey for the young RJs of Radio Madhuban, who not only learned many skills themselves but also inspired hundreds of other children in the region.



Community Speaks

Radio Madhuban's programs on digital media literacy are very informative and important for the community. After listening to these programs, I became aware of ways to safeguard myself from being victim to fraudulent practices on the Internet while using social media, banking services, e-commerce etc. This program has helped me to be a cautious and informed user of digital platforms.

Akansha, Abu Road



To create awareness among young teens about issues such as child marriage, child labor, and general education, Radio Madhuban started a project, "Bachpan Express", in 2019 in association with UNICEF and Community Radio Association. This project gave young children a chance to interact with professionals such as doctors, lawyers, engineers and social workers to learn about their issues.



"Bachpan Express" team at Govt. Girls Sr. Sec. School, Mt. Abu after an awareness program with SDM, Raveendra Goswamy.

In the year 2020, given the sudden spike in digital activities due to the Covid-19 pandemic, it became increasingly necessary to spread awareness about safety while using digital platforms. Radio Madhuban launched the project "Digital Gyan" with support from SMART to provide digital literacy to the citizens of Abu. A similar initiative called "Factshala" was launched with support from Data LEADS to create awareness about misinformation and fake news.

Radio Madhuban utilized the power of social media to reach out to listeners not only in Abu but across the world during the pandemic in 2020. Early on, our team realized the need to produce shows that would keep children engaged in meaningful activities during the lockdown. Supported by CRA and Room to Read, Radio



Kulprakash Gautam, social science teacher, recording lessons for "Pathshala".

Madhuban also launched a special project to promote girl's education this year.

In summary, the community is proud of the results of our efforts to bring the light of education into the lives of children in Abu, and we hope that they will continue to support our ideas and endeavors to make it all possible.



Community Speaks

The show "Bachpan Express" is very good for children. It gives them information and education in an entertaining way. It is a creative program and very much needed to create awareness about education in the local communities. I belong to a tribal community and I would very much like to help with such programs.

Teacher, Chandravati



NGO Speaks

With the onset of lockdowns in March 2020, the entire world started shifting to online and virtual means of teaching and learning, and a minority of students attending urban private schools began seeing their education continue through standard digital platforms.

In the tribal and rural blocks of Kotra & Gogunda in the district of Udaipur, Rajasthan, let alone access to smart devices, even access to the Internet, electricity or basic phone devices is extremely scarce. To address this challenge we reached out to Radio Madhuban to facilitate an educational audio series that would allow local communities and children to stay connected to learning.

Together we conceptualized an integrated audio learning program, "Paathshaala ki ghanti bajao!", that was aired from Monday to Saturday, from 2:30 pm to 3 pm. Through this program, we have integrated thematic concepts of EVS, Language (mapped to SIQE & NCERT) and the Social Emotional Ethical Learning curriculum to offer students audio stories that they can listen to and learn. Our approach also supports and encourages audio learning, for it plays a key role in listening, leading to foundational learning and creative imagination.

During this initiative we also learned about the functioning of a community radio station, production of radio programs and broadcasting. Our team member Nisha also attended a storytelling workshop organized by Radio Madhuban, which strengthened her concepts of story rendition style and pronunciation.

We are very grateful for this collaboration and we hope to continue this partnership next year as well.



Vivek
Founder, Director, Kshamtalay



RJ Usha singing with women from the community.



GENDER EQUALITY

A STORY OF WOMEN'S EMPOWERMENT

Our work supports Sustainable Development Goals





RJ Arushi with local women during a field visit.

Introduction

Women in Abu live a simple life in the household. They follow local traditional customs and partake in cultural activities. Forced to marry at an early age, girls often become mothers before they turn 20.

Most women engage in farming in villages and support their families. They lack knowledge about maintaining their health and hygiene.

While most women in Abu lack equal opportunities in community life, some have made a change and their success stories have inspired others also to break the barriers of old regressive norms and come forward to join a movement of change. With little access to education, women find it extremely hard to think of a professional career.

When Radio Madhuban started its community initiatives in 2011, the goal of empowering women was at the heart of its policy.



Community Speaks

Radio Madhuban 90.4 FM is a community radio station that is broadcast in Abu and nearby areas. Radio Madhuban organizes several community awareness programs on themes like education, health, cleanliness and agriculture in various villages in the region. The team has organized many noteworthy outreach programs for women and child development and a 'Poshan Mela' held at the District center was especially appreciated.

Dinesh Acharya
Tehsildar, Abu Road



A Story of Equality

Brahma Kumaris is the largest women-led social-spiritual organization, and it has worked for empowering women across the world for over 80 years now. Radio Madhuban draws from this example and has worked for empowering the women of Abu since 2011. The fact that women hold several key positions at Radio Madhuban inspires women in the community.

Abu is primarily a tribal area where old tribal traditions and customs are still in place. Women have little access to education and lack equal opportunities in community life. Initially, they were reluctant to even talk to our volunteers and would shy away as soon as they saw the mic, but over the years, thousands of women have benefitted from our projects and supported our initiatives. To create awareness about female feticide, Radio Madhuban partnered to support *Dainik Bhaskar's*



Honoring Leela Devi, Sarpanch, Bhainsasingh village, for fighting for her rights.



A local woman participating in Women's Day celebrations.



Community Speaks

The show "Vande Mataram" provides a platform to all women of the community to share their life story and experiences. I learn a lot about life from that show. It is an inspiring show. The women's stories help to bring about a positive change in the community.

Kamlesh Mandela, Mt. Abu



"Beti Bachao" outreach programs in 2012. In March 2013, Radio Madhuban launched a 10-day campaign for women's empowerment. Each day focused on a different aspect, such as health and nutrition, legal provisions, education, fundamental rights, family and home among others. Several outreach programs were conducted in different villages to create awareness among women about these topics and connect them to Radio Madhuban's initiatives. A program to celebrate the various roles played by women in their life was also organized at the NAB Phiroze & Noshir Merwanji Rehabilitation Centre for the blind, Mount Abu.

During this campaign, Radio Madhuban collaborated with several individuals and organizations to share stories that would inspire and inform the community. They included Navli Kumari, the first educated woman Ward Panch of



Jashoda Rawal, Asha Sahyogini, sharing her experience during the program, "Vande Mataram".



RJ Janki Hemlani singing a song for women.

Kyariya village; Khushboo, a college student; Ms. Salima, an Assistant Manager; Ms. Kranti, Principal of Government Primary School, Mungthala; Ms. Sudha, Head of Mahila Sahayak Sansthan; and Ms. Laxmi, Ward Panch from Morthala village. The stories of problems faced due to early marriage

competition conducted at the Rajkiya Janjati Avasi Vidyalyay.

Radio Madhuban organized an outreach event in Redvakala village in 2015 with support from the Global Hospital Trauma Center to celebrate Women's Day. Over 40 women participated in the program, which focused on health, nutrition, education and family values.



Community Speaks

Radio Madhuban is very useful for me. I listen to the show "Aashiyana" daily and learn a lot of new things such as new recipes, household tips, health information and so much more. I like the daily thoughts they share. Radio Madhuban is very useful indeed for women like me.

Pushpa, Amthala



shared by two members of Jan Chetna Sansthan greatly motivated the listeners and created awareness about health and family life.

This campaign connected hundreds of women with Radio Madhuban and gave them the courage to share their stories, ideas and opinions. A lot of women started listening to shows on radio and calling in to share their feedback, participate in the shows, and invite the team to their village.

In 2014, Radio Madhuban organized a women's mini marathon to promote good health. "Sakhi Swasthya – a Run for Health", was a first of its kind event in Abu and 500 women from different villages participated in this 5-km run. Seeing women in the traditional Rajasthani costume running on the roads of Abu was an inspiring sight for everyone. To create awareness about female feticide, Radio Madhuban broadcast a play performed by students at the Intra-state sports

Women in Abu are often forced to marry under the local Ata-Sata custom. Prevalent in certain communities, this custom involves an exchange of daughters between two families for the marriage of their sons. Many a time, if a groom does not have a sister, the family ensures that a daughter of a relative is married to the bride's brother. Many women have had to marry against their choice because of this custom. Radio Madhuban launched a show, "Opno Samaj", that highlights the challenges faced by women due to this custom and encourages rational thinking in modern times.



Celebrating womanhood with tribal women.

Over the years, many women from the community have contributed to a variety of our projects and have learned many new skills by listening to the shows on Radio Madhuban. One such example is RJ Usha, a 50 year old mother of 2 children, a woman of great courage and determination, who faced a lot of oppression and suffering before she found a new family in the Radio Madhuban team. She started by recording songs for radio and presented her first live show, 'Aashiyana' as a radio jockey on Radio Madhuban in 2013 after which there was no turning back.

In early 2014, she pioneered the Sunday special talk show 'Vande Mataram' in which she invited women, who have struggled to make a living, to share their success stories on air and celebrate their strength of character.

She uses Radio Madhuban as a platform to educate the community about aspects of sustainable development, teach cooking,



Women of Gandhinagar recording a bhajan.

spread awareness about good health among women and bring joy to thousands of women facing oppression, violence, constraints and discrimination in the community. She visits villages to organize outreach events with the team, and her fans, who have been inspired by her life, benefitted from her advice and enjoyed her recipes, call in large numbers and come to visit her at the studio very often from far-off places.

We believe that it is stories of change like Usha's that inspire the community and have the potential to bring about a transformation. We hope to create many such stories in the coming years with your continued support.



Community Speaks

I listen to shows on radio daily with my family. Whether it is live or recorded, we like all shows and never miss listening to Radio Madhuban even for a day, even when we are traveling. We got timely updates on Radio Madhuban during the lockdown, but the Antakshri (community singing competition) that we got to play on radio daily made us forget about the lockdown. We didn't feel as if we were in isolation. It made us feel connected, like a big family.

Suresh, Jotana



NGO Speaks

The story of Radio Madhuban is an inspiring one. For years the station has been running selflessly with the mission to inform and empower.

To me Radio Madhuban represents commitment and compassion towards the less privileged communities. Through its programs and deep community engagement, the radio station has made a huge difference in the lives of the people it serves.

For me personally, Radio Madhuban is all about a fabulous team under the leadership of Mr. Yashwant Patil. On this occasion of the anniversary, the entire team deserves a big round of applause for their hard work and unconditional dedication. From the first year till date, your passion has made it possible for the station to win many awards and accolades.

My association with the station and its team has been a very enriching one.

Congratulations to all on the 10th anniversary, and wish you the very best in the years to come.

Archana Kapoor
Founder-Director
SMART/ Radio Mewat



Tribal women of Abu participating in "Sakhi Swasthya Women's Mini Marathon".





ART & CULTURE

A STORY OF CULTURAL HERITAGE

Our work supports Sustainable Development Goals



11 SUSTAINABLE CITIES AND COMMUNITIES



10 REDUCED INEQUALITIES



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



4 QUALITY EDUCATION



5 GENDER EQUALITY



Anurag Basu, Director, Bollywood, at “Tarang Digital Singing Competition”.

Introduction

Abu has a rich cultural heritage. Many historic sites of religious, cultural and architectural importance adorn Abu and attract millions of tourists from all around the world every year. The costumes, dance forms, food, languages, art and way of life in Abu are a unique experience for anyone who comes here.

The tribal communities have their unique traditions, music and art forms. Local customs are commonly observed in every household. Radio Madhuban understands the need to sustain this cultural heritage and pass it on to the coming generations.

In the last 10 years, we have endeavored to understand Abu's rich cultural heritage through language, music, art, dance, festivals, and folklore, built structures and promoted local traditions, customs and culture through our outreach events, development projects and radio programs.

As you read through stories in the next few pages, you will realise that through Radio Madhuban, the local community has found a way to express, share and promote its cultural heritage.

“

I am pleased to note that Radio Madhuban has completed ten years of service. I am fortunate to be connected with Radio Madhuban.

It gives a platform to people of all ages to showcase their talents. I was very happy to have judged a singing competition. It was inspiring to see so many people listening to the radio and participating in their programs from their homes even during the COVID-19 pandemic. Radio Madhuban has achieved a very successful position where many other community radio stations aspire to be.

I wish Radio Madhuban all the success and best wishes for their future endeavors.

Omkar Kadave
Classical Singer, Maharashtra

”

A Story of Cultural Heritage

Radio Madhuban is a radio station of the community, run by the community and for the community. In this spirit, Radio Madhuban has supported many local artists by providing them a platform to express their art and talents. In 2011, a regular listener and a folk singer from Pindawara village, Mr. Bala Krishna, and his son performed Rajasthani folk songs on radio to promote folk music and make it entertaining for the listeners. A lot of listeners called in appreciating the performance and requested a chance to sing on radio.

Seeing this, Radio Madhuban organized a patriotic song singing competition, "Swarnim Bharat – Desh Bhakti Sangeet Spardha", for young children and adults aged 11 to 25 years, in different categories to mark the 66th Independence Day. The event saw a huge participation by students from different schools and colleges of Abu and the community gathered in large numbers to applaud the participants.



Students performing during tribal singing competition.



Kaalu Ram from Kivarli playing Ravanhatta.



Community Speaks

The information shared about the Museum in Chandravati in the show "Gaon Ri Baaten" encouraged many new visitors to visit the museum. It has really increased the footfall at the museum.

Ramesh, Chandravati



To promote the traditional art form of "Bhavai", Radio Madhuban covered live and broadcast a Bhavai performance organised for the community at Rajkiya Uchha Prathmik Vidyalaya, Danvav, Abu. The event was organised by the Department of Art and Culture, Government of Gujarat in 2011. Local dignitaries, including the Chairman of Nagar Samuday, Block Education Officer and Principal of the school attended the program. These events attracted a lot of local talent from Gujarat and Rajasthan and encouraged the participants to perform at Radio Madhuban in 2012. Renowned singer of Jaipur Gharana and inventor of the musical instrument Shaad-Anwar, Anwar Khan, and Smt. Kusum, a renowned singer from Kota, were among them.

Later that year, Radio Madhuban broadcast a



Community Reporter Anangpal Pandey learning about making terracotta idols.



RJ KC Jingar taking an interview for the program "Opno Samaj".

feature radio program on a local NGO, Suvidha Sansthan, that trains and employs tribal women, primarily from the Rebari tribe, to make tribal dresses, jewellery and clay statues. Among these women was Tipu, a President's Award winner for her exceptional clay modelling skill. Her story was shared on radio to inspire the community and support the NGO's efforts. The radio program created awareness about tribal culture and also promoted the efforts of Suvidha Sansthan for empowering tribal women.

The Mt. Abu Winter Festival celebrations were covered and broadcast on Radio Madhuban for the first time in 2012. This Festival is a unique opportunity for the local community to learn about different art forms. The Radio team covered stories and performances of skilled and renowned artists, including snake charmers from Pushkar, puppeteers from the Bhat community, and Ravanhatha player Shri. Kasturi of Pushkar. These were broadcast on radio and created awareness in the community about these performing arts.



Community Speaks

I live in a very small village. All of us have some talent. I like to sing but I always felt very shy in singing in front of a large audience. The Radio Madhuban team encouraged me to sing on radio and provided me a platform to showcase my talent in front of the entire community. It gave a lot of confidence. I have recorded many songs for radio. I am not afraid of singing in front of a large audience any more. Radio Madhuban has helped me to overcome this challenge and provided me the opportunity to hone my talent.

Pooja, Kivarli village



In the year 2013, Radio Madhuban organized the region's first ever talent hunt competition titled "Meri Awaz hi Pehchan Hai". Everyone above the age of 5 years was encouraged to participate in this community competition. In all, 250 participants went through 6 elimination rounds to enter the grand finale, where the audience was given a chance to vote for their favorite contestant. Local authorities, including the Sub-Divisional Magistrate, highly appreciated this event and Radio Madhuban was successful in garnering sponsorship from many local organizations for this event.

These community outreach activities created significant awareness about art and culture in the community and many listeners started reaching

out to us to start a classical music show on radio. This led to the launch of a radio show "Sangeet ki Duniya" that promoted Indian classical music.

Over the years, Radio Madhuban had realized the need to preserve this vast local cultural heritage and document the community's customs and traditions. Radio Madhuban produced an 18-hour documentary on India's post-independence history with special focus on the formation of linguistic states and their



Students performing in "Swarnim Bharat" singing competition.

cultural evolution to promote Indian culture. The documentary called "Atulya Bharat" covered culture, food, language, music, dance forms, industry and the political scenarios of 24 states of the country. It created a sense of pride in listeners about the country's rich cultural heritage.

Radio Madhuban launched a project, "Unity in Ethnic Diversity", in 2014. Under this, our team conducted a comprehensive survey of the local community and documented the details of eight local ethnic groups, namely the Garasiya, Bheel, Kohli, Gawariya, Meghwal, Muslim, Maalia and Prajapati communities. This project encouraged cultural exchange between different communities and promoted harmony and unity in diversity.

In 2015, Radio Madhuban produced the first-ever documented story of the history and evolution of Abu on radio called "Safar Apne Shahar Ka". This was an attempt to spread awareness about Abu's story from the pre-independence era onwards and create a sense of pride among community members. The team interviewed several elderly citizens of Abu, including journalists, shop owners, historians, and government officials for this project and conducted field visits to places of historical importance to do research for this project. The listeners loved this documentary and expressed gratitude to our team for making this effort.

Radio Madhuban celebrated the International Day of the World's Indigenous People for the first time in Abu in 2015 and made history. Several focused group discussions and interactive sessions were

organized with tribal communities in 6 villages that were recorded and broadcast on-air so that all listeners could join the celebrations. Our team visited the Government Sports Girl's Hostel in Satpur, where the students sang tribal songs and celebrated the day. About 400 tribal people participated in these programs which united the community and created awareness about the culture of indigenous people.

The following year, Radio Madhuban organized a series of 10 educational workshops in schools in different villages to celebrate the International Day of the World's Indigenous People and create awareness about tribal rights, culture, customs and traditions. About 830 students and 20 villagers participated in these workshops. Some 310 students participated in an essay competition.

The tribal musical heritage competition of 2016 was a huge success, with 522 tribal students auditioned for this competition. The village panchayat and government school teachers enthusiastically supported this competition. This was a first-of-its-kind event organized in Abu for tribal children. Since then, singing competitions have become a regular feature at Radio Madhuban under the banner "Tarang", and thousands of students have participated in these competitions. Also, free workshops on classical music are regularly organized at Radio Madhuban studios for schoolchildren.



Community Speaks

I listen to shows of Radio Madhuban daily. I especially like the show "Opno Samaj" because it gives information about local traditions and customs of different communities of Abu. By listening to this show, I am able to understand many new customs and also understand their applicability and validity in today's times.

Ghanshyam Verma



Music and art are universal languages that bring diverse communities together and unite them. Radio Madhuban's efforts in these 10 years have been highly appreciated for their success in promoting local art and culture. In this journey, we have partnered with several other organizations, learned about many new cultures and had the fortune to see the art forms of many different tribal communities.



The final winners of "Meri Awaaz hi Pehchaan Hai" singing competition.



Students doing yoga at the Government Primary School, Talwarnaka.



ACCESS TO HEALTHCARE

A STORY OF PROMOTING GOOD HEALTH

Our work supports Sustainable Development Goals





Women in Kyara village during a program to spread awareness on nutrition.

HEALTHCARE

Introduction

Promoting health awareness is a top priority for Radio Madhuban. Health is the true wealth, indeed. A community radio station has a very critical role to play when it comes to spreading awareness in the community and reaching out to people. Radio Madhuban understands this responsibility and has worked tirelessly since the beginning to help people live healthier lives.

Over the years, the station has undertaken 8 community development projects, conducted 52 outreach programs and broadcast 10 special on-air programs on radio to increase the local community's awareness and information about various issues concerning health and hygiene and their access to healthcare facilities. Our goal is clear: we want to ensure that each member of the community has access to right information and good health facilities.

While Radio Madhuban's work on healthcare focuses on the entire community, it has placed special emphasis

on women's and children's health. The differentiating factor of our efforts has been our attention to mental health and emotional well-being from the beginning. All our initiatives aim to positively impact the lives of people in Abu.

In the journey so far, we have extensively collaborated and closely worked with local government authorities, including the Chief Medical Officer, Integrated Child Development Services, Child Development Project Officer, Anganwadi workers, doctors and healthcare providers from hospitals in Abu and experts from around the country to carefully design and successfully execute programs that can help to promote good health in the region. Our efforts jointly coordinated with other community radio stations, NGOs, and international agencies have been of paramount importance to the success of our healthcare agenda.

A Story of Healthful Living

Radio Madhuban launched a radio show, "Aashiyana", in 2011 to create awareness about nutritious and healthful recipes and cooking ideas. After listening to this show, an Abu hotel owner invited RJ Sudha for two 'Satwik Food' demonstration workshops for the chefs in the hotel's kitchen. This marked the beginning of a series of activities aimed at spreading awareness about healthful living.

Remote villages in Abu have meagre healthcare facilities. There is lack of awareness about basic health and hygiene and a lot of misconceptions about healthcare. For this reason, special days like World Heart Day, World Diabetes Day, World Health Day, and World Donor's Day are important opportunities to spread awareness in the community. Radio Madhuban broadcasts special on-air programs and conducts community engagement activities on such special days, often



Community Speaks

I enjoy listening to the shows on Radio Madhuban. All presenters and RJs are very good. They are very skilled, and sometimes when I am listening to shows on Radio Madhuban, I feel like I am listening to All India Radio. I especially like the question-and-answer segment in the show "Swasth Man". It has helped me to develop a positive attitude in life and to face challenges with a new perspective.

Sandhya Gupta



with support from local authorities and other NGOs in the region.

One such example was the National Fortnight Eye Donation Camp of 2014, organized in partnership with Global Hospital and Research Centre, Mt. Abu. Over 300 people from different tribes of the region participated in this camp. In the first-ever International Yoga Day events organized by Radio Madhuban in RIIICO Colony and at St. John's School in 2015, 200 adults, and 150 school students learned yoga from 10 renowned yoga gurus of the country.

In an effort to address the increasing number of diarrhea cases in the region in 2015, we partnered with Sesame Workshop India Trust. Our efforts were especially successful in creating awareness about safe and sustainable water use, personal hygiene and diarrhea prevention and management. In all, 13 specially designed radio episodes were



RJ Vinod interviewing Dr. Kamal Bansal, Life Care Hospital, Tartoli.



Celebrating Yoga Day at Govt. Sr. Sec. School, Kivari.



RJ Ramesh interacting with blood donors on Blood Donation Day.



RJ Sudha demonstrating preparation of sattvik food.

broadcast from 31st August to 27th September and they impacted 15,000 people. Some 140 listeners called our studio to seek answers to their questions.

All these efforts were appreciated by the local community. Radio Madhuban had also introduced tele-consultation by this time to give the community easy access to doctors and right information about several health issues. Radio Madhuban partnered with a Chennai-based organization, REACH, to join its initiative Axshya to increase awareness about tuberculosis and make Abu a TB-free region.

Radio Madhuban produced innovative and creative content such as talk shows, skits, expert interviews, and audio capsules in local languages with help from doctors from Mumbai, Mt. Abu and Ahmedabad. Radio Madhuban also worked with a team of college students in Abu to prepare a street play that was a hit during the village outreach events. As a result of this multi-pronged approach, hundreds of listeners called in to pledge to quit tobacco and alcohol and spread awareness among their peers. Owing to the great community response and the impact of the first collaboration, REACH collaborated with Radio Madhuban again in 2017 for a similar outreach project.



Community Speaks

I am a factory worker and I migrated to Abu from Bihar for work. The food here is very different from my hometown and I used to miss home very much in the beginning. Then, one day I heard a recipe for an easy-to-make chutney on a show on Radio Madhuban and tried it at home. I loved it, and since then I have been listening to radio daily to learn new healthful recipes and a lot of information about the nutrient value of different foods and try them at home. It is very motivating to listen to the shows and other listeners' feedback. Radio Madhuban has been a source of strength and has enabled me to acclimatize to this new city.

Dinesh, Chandravati village



The team continued to organize different outreach events on special days to promote good health. In 2019, Radio Madhuban launched a project, 'Poshan Mera Aadhikaar', to address the problem of malnutrition in the region. After consultations with key stakeholders from various local and national agencies, Radio Madhuban undertook a month-long campaign under this project with support from the Integrated Child Development Program Office.



Kalpna Bhandare, Counselor, GHRC, talking to listeners in the program "Swasth man".



College students performing a street play on TB.



Naresh Aggarwal and Harish Vaidya in "Sahaj Swasthya".



RJ Vinod in a conversation with Dr. Kanak Shrivastav on anemia.

A story of fighting substance abuse

It all started with the project "Nashe Ki Lat, Maut Ka Khat". During community visits, Radio Madhuban found that children as young as 10 years old engaged in substance abuse. This project was designed to create awareness about the damaging effects of substances like tobacco, alcohol, cheap drugs and other substances and promote drug de-addiction. Awareness camps were organized at government schools, rallies were carried out in villages, and special radio programs were broadcast under this project.

In 2013, Radio Madhuban organized a 'Say No to Tobacco' campaign on World Tobacco Day. With support from local doctors, awareness rallies and a village program were organized, in which 70 community members formed a human drug de-addiction train to support the cause. The Radio Madhuban team also presented a stage performance, "Kul Deepak", to inspire the participants to quit tobacco.

Continuing its fight against substance abuse, Radio Madhuban organized de-addiction awareness camps in schools in 14 villages over two weeks in 2014 that soon snowballed into a movement. Children rallied across the villages with our team to create awareness about substance abuse. Over 700 students and adults attended various workshops during camps. In the following year, a series of 10 special episodes was broadcast on radio to re-emphasize drug de-addiction. About 6,000 people were impacted

through these episodes and 50 listeners called in to pledge to quit tobacco live on radio. Since then, our efforts to fight substance abuse have continually benefitted the community.

Women's Health

Abu has a large number of cases of child marriage and improving girls' health is a major challenge in the region. To promote women's health, Radio Madhuban launched a 10-day awareness campaign in 2012. This campaign, supported by the Abu local administration, including the Block Development Officer and Station House Officer of Police, created awareness about the negative effects of early-age pregnancy on the health of the child and the mother. The administration used Radio Madhuban as a platform to educate the community about the legal guidelines, fines and penalties in cases of child marriage.



RJ Usha interviewing an ANM worker during Poshan Mela.



RJ Mona interviewing doctors and social workers on National Eye Donation Fairnight.

In 2014, Radio Madhuban organized a 15-day awareness campaign in remote villages with the help of Asha Sahyogni from various Aanganwadis in Abu Road. Special radio programs focusing on women's health and the damaging effects of early-age pregnancy were shared through interviews, VoxPop and innovative audio messages



Community Speaks

I have got a lot of useful and important information about food and nutrition from the show "Poshan Ki Potli". Radio Madhuban has good shows that give very useful knowledge and information. I think it is especially significant for the local tribal and village communities to learn about nutrition and health. Radio Madhuban's efforts are bringing about a positive change in the community.

Preeti, Nagpura



for 3 hours daily during this campaign. Through this campaign, a lot of parents and young girls were informed about issues concerning women's health and hygiene. The local administration highly appreciated our efforts in preventing the marriage of four teenagers.

Continuing our efforts to promote women's health, Radio Madhuban organized another community intervention in 2015. Our team had found that in tribal communities it was common, and quite a custom, for teens to elope and engage in physical relations without marriage. Radio Madhuban connected with the local community through social media platforms to start discussions about this issue. The project created awareness about safe sex and effects of unprotected sex in the community. Many community members were very reluctant to attend these workshops, but young adults were easily drawn to these events.



RJ Geeta teaching students the right way to wash their hands.

As a result, people started to invite our team to conduct programs in their villages. With support from these people, Radio Madhuban conducted several programs in different villages, including Girwar Panchayat, Chandela village, Kankariya village, and Bahadurpura village, Kotda. Our local community volunteers were pressed by their family and peers not to volunteer for these events, but they persisted. Seeing our efforts, the Child Protection Officer at Seva Nidhi Foundation in Palanpur invited Radio Madhuban to organize an awareness program in Mandaliya village. Many people came forward to share their personal experiences of early marriage and live-in relations. Their stories inspired many others.



Dr. T.N. Singh, General Physician, GHTC, in "Aapka Swasthya Aapke Haath".

A story of well-being

Covid-19 did not deter the team. Radio Madhuban played a key role in controlling the spread of the virus in Abu and helping the community stay safe and healthy during the challenging period. Working closely with the Office of the District Collector, Radio Madhuban broadcast authentic information about the latest developments, government orders, lockdown rules and best safety practices. The team produced original songs in local languages, a rap song, and songs from children to give them information and education about keeping safe during the pandemic.

Radio Madhuban acted as a link between the authorities and the community, helping find solutions to problems faced by the community. A series of shows focusing on DIY activities, art and crafts, stories, games and fun activities were broadcast to keep children meaningfully engaged at home. Special shows were also broadcast to educate people about different ways to improve their immunity based on various healthcare systems such as Ayurveda, naturopathy, yoga etc. Radio Madhuban extensively used digital and social media to launch new shows, connect

with the community through live interactions, and meetings. To emphasize the importance of wearing a face cover, washing hands and personal hygiene, Radio Madhuban collaborated with Bill & Melinda Gates Foundation and SMART for an awareness project in October 2020. And just as the year was coming to an end, our team took up another important project called "Poshan Ki Potli", with UNICEF and SMART, to increase awareness about women's health. The project focuses on the health and welfare of pregnant women and the physical and mental development of newborn babies.

Throughout our journey, our focus has been on helping the community to be physically, emotionally and mentally healthy. We thank all our partners for supporting our endeavors and we look forward to their continued trust and cooperation.



Community Speaks

I have been a regular listener of Radio Madhuban for the past 9-10 years, since the beginning I think. In these many years, Radio Madhuban has been a source of entertainment, information and education. I am very conscious about my health and I regularly listen to the show "Sehej Swasthya". After listening to this show, I created a WhatsApp group of 10 friends. I used to note daily health tips and information from this radio show and share them in the group. This group has been successfully operating for the past 4 years and today there are 240 members in this group. The information that I share daily has immensely benefited many members. I thank Radio Madhuban and wish that they continue their efforts to help the community.

Rajendra Agarwal, RIICO, Abu Road



NGO Speaks

I have been actively engaged in various initiatives of Radio Madhuban for a long time now. Radio Madhuban has been working very closely with government officials, Anganwadi Workers, and ASHA workers in different rural and tribal villages to produce and broadcast very effective, useful and impactful programs for children (0-6 years age), pregnant women and lactating mothers.

In the year 2019-2020, Radio Madhuban broadcast 39 such programs. The entire community listened to these radio programs and took benefit. These efforts of uniting all members of the community positively impact the society and help in increasing the outreach of efforts of the Department of Women and Child Development to a larger audience.

On behalf of the Department and the Government, I congratulate Radio Madhuban's team and hope that they will continue to support our efforts in promoting nutrition and good health among the children, adolescent girls and women.



Nitin Gehlot
Child Development Project Officer,
Abu Road



Students of Govt. Middle School, Morthala, spreading awareness on de-addiction.



RJ Roshan interviewing the local youth



YOUTH EMPOWERMENT

A STORY OF EMPOWERMENT

Our work supports Sustainable Development Goals





Participants of an entrepreneurship workshop organised at SMCC College, Abu Road

YOUTH

Introduction

Abu has vibrant and talented youths. While many new universities have come up in Abu, many young students migrate to other cities for attending university or pursuing a professional course and career after completing senior secondary education. The region doesn't have enough avenues for training and development and opportunities for professional employment for modern youth.

Radio Madhuban identified this challenge in its early years and has since designed various awareness campaigns and development projects to help provide local youths many opportunities to learn new skills and platforms to showcase their talents. Over the years, many youths have connected with Radio Madhuban through various community projects and outreach events. Radio Madhuban has nurtured and developed local talent. Many youths have become regular volunteers at Radio Madhuban, contributing in several projects, shows and outreach activities.

In the following pages, as you read the stories of our efforts to empower young adults in Abu, you will find many interesting ideas that have helped young students develop into informed and responsible citizens.



Community Speaks

The majority of students in my school dream of growing up and finding employment in Abu. Many of them dream of becoming doctors, nurses, teachers, police officers and government officials etc. Schools endeavor to provide all learning facilities to students, but students also need additional support for skill development and practical training. Radio Madhuban helps students achieve their dreams by not only providing skill development workshops and educative, informative, and entertaining programs, but also a platform to perform and share their talents and ideas with the community. This acts as an encouraging force for students to learn and perform better. I thank Radio Madhuban for their support.

Malaram, Teacher
Govt. Sr. Sec. School, Upla Garh

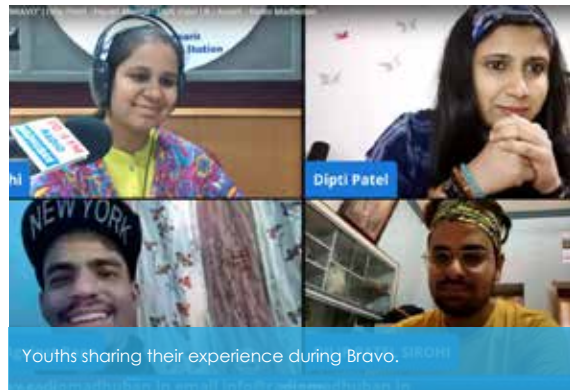


A story of empowerment

Radio Madhuban is a team of young volunteers passionate about bringing a positive change in society. Their energy and zeal have often attracted other youths from the community to Radio Madhuban.

In the year 2011, Radio Madhuban organized its first-ever outreach program, "Spotlight Values, Om Café", for youth to introduce and inculcate moral values. Each Sunday, a workshop was conducted to help the participants understand a new moral value in them. Eight such workshops were conducted in schools and colleges and this project was revived in 2012 for the community as "Redefining Values".

In the summer of 2013, we announced an internship opportunity for college students to learn radio station management, radio operations and radio journalism. Two students from IGNOU, Delhi were selected for the internship program. With their help, the team at Radio Madhuban conducted structured baseline studies and field surveys about the status of education in the region.



Youths sharing their experience during Bravo.



Motivational speaker Ashish Ruwatia interacting with students during project "Shikhar".



Community Speaks

I like listening to RJ Ramesh's shows on Radio Madhuban. He is a very interactive and talented radio host. I miss his presence when sometimes he is travelling for outreach programs and is unable to host a show. He has an infectious laughter. Listening to his show on Radio Madhuban makes me happy.

Suresh, Pindwara



In 2014, Radio Madhuban launched a "Radio Jockey Talent Hunt" for the youths of Abu. The aim of this project was to impart professional and technical training in radio operations and create awareness about radio journalism and related jobs as a career among youths. Out of the 80 participants from different colleges, the top 3 were selected to undertake 6 months' extensive training at Radio Madhuban in radio show designing, show hosting, voice-overs, community research and village outreach programs. This initiative introduced youths to various careers associated with radio and connected many young college graduates to Radio Madhuban.

There was increasing demand from local youths to learn about entrepreneurship and many



Students at an engineering college sharing their experience on Om Café.



Komal performing during the grand finale of RJ Talent Hunt.

listeners called in during shows to share their intent of opening a business, but they lacked the basic knowledge for the same. To promote entrepreneurship in the region and encourage youths to solve local problems through innovative ideas, Radio Madhuban launched a project, "Startup Buzz", in 2015. Five workshops were organized in different colleges and schools to introduce entrepreneurship to students and provide mentorship for creating a complete



Community Speaks

Radio Madhuban is an educational radio station that promotes moral values. I like listening to all the shows, but the questions that are asked during the show "Vishesh Mulakat" are thought-provoking and add to our knowledge. I like the fact that Radio Madhuban gives me a platform to share my ideas and thoughts with the entire community.

Lalaji Thakur



business plan, including ideation, planning, branding, funding, publicity, marketing and commercial sustenance. In all 150 students participated in these thought-provoking and activity-based learning workshops and came up with some good ideas to address local challenges such as waste management, sustainable tourism, e-commerce etc. This initiative was highly appreciated by the college management also and was broadcast on radio to increase its reach.

During several community visits and focused group interactions with youths, Radio Madhuban identified the need for some learning tools that would encourage youths to adopt moral values in daily life. With support from various spiritual and educational experts, Radio Madhuban launched



Keval Banoda singing and performing on guitar.

a project, "Shikhar – Empowering Youths to Excel", aimed at overall personality development of youths. In all, 910 students participated in the 12 workshops organized under this project at different colleges and universities in the region. These workshops were a mix of motivation stories, engaging presentation and interactive activities and were so designed that each student would attend at least 3 workshops. Participants also learned many important soft skills needed to perform better in a competitive employment market. Many young students started participating in radio shows and sharing their ideas



Nursing college students expressing their views on Living Values.

with the community after this project.

Leaning on the experience of the past project, Radio Madhuban launched a Summer Internship Program in 2016 to train students in radio operations and give them practical exposure to community development projects. The intensive internship program focused on four areas: Radio Technologies, Radio Management, Radio Journalism, and Community Development.

Students from a variety of academic backgrounds, such as engineering, management, media, and social work, were encouraged to apply. The team prepared induction modules and learning kits to suit people of all academic backgrounds. Four students were selected from different parts of the country for this program, which created an opportunity for them to immerse themselves in development projects in Abu and learn a variety of skills.

Even during the pandemic in 2020, an online singing program, "Madhuban Unplugged", was organized on social media to keep youths creatively engaged and connected with the community. Many youths participated and sang songs in local languages, including tribal languages, Marwari, and Hindi. Another special online series, "Bravo", was launched to create a platform where youths could share stories of their bravery.

It has been our sincere effort to guide youths, train them in new skills, inform them about the

latest career and professional updates and help them prepare for a competitive workplace. We have been successful in creating a culture of learning and professional development among the youths. Many young college students have started learning vocational skills and choose a career very different from anyone in their family. In its 10 years of operation in Abu, Radio Madhuban closely worked with many youths in their journey towards a profession in the media, journalism, education, healthcare, hospitality and performing arts industries. We remain committed to helping youths achieve their full potential and excel in their endeavors.



Local youths taking part in the program "Yuva Manch", sharing their ideas of transformation.



Community Speaks

I am a writer and I like to write poems. The Show "Yuva Manch" has given me a platform to share my ideas with the community. I loved Radio Madhuban's digital shows on social media during the lockdown due to Covid-19. The shows on Facebook by RJ Ramesh were very informative. It was so much fun to listen to so many celebrities through radio!

Avdesh Ara



NGO Speaks

Over the past ten years, I have had several opportunities to work with the Radio Madhuban Team – whether through stakeholder-driven content development initiatives or their participation in the Peer Review project of the Ministry of Information and Broadcasting, and have seen the team's eagerness to learn and share, absorb new ideas and implement them.

With their commitment to excellence, they have consistently produced excellent content on wide-ranging themes. What sets them apart from many other community radio stations is both, their reach and access. Their location at an altitude allows them to reach scattered tribal populations along the Gujarat and Rajasthan borders, and the spirit of volunteerism that drives the institution provides easy access to communities.

Positioning themselves as the only CRS that provides value-based education, they fill a very real gap in a community that has a low socio-economic status and is largely unreached by other media. For over one lakh listeners, Radio Madhuban brings a message of hope, development and news they can use.

My best wishes for the entire team as they complete ten years of successful operations.



Rukmini Vemraju
Independent Media Consultant



RJ Talent Hunt Grand Finale



RJ Subha intercatng with local community



INCLUSIVE GROWTH

A STORY OF INCLUSIVE GROWTH

Our work supports Sustainable Development Goals





Rakesh Malvia, Jadoli, a blind listener, tuning in to Radio Madhuban.

INCLUSIVE GROWTH

A Story of Inclusive Growth

Radio Madhuban understands the importance of including everyone in the discussion and process of development of a community. To foster inclusivity, we have worked to increase the participation of people with special needs in our programs, outreach events and radio shows.

We have closely worked with the Blind School of Mt. Abu on several occasions to help the students interact with the community through radio and provide them a platform to showcase their immense talents.

In 2012, we published an article about the activities of the Blind School to create awareness in the community about children with special needs.

Our relationship has become stronger with each passing year. On many occasions, students from the Blind School have visited Radio Madhuban studios and participated in radio shows. In 2019, Radio Madhuban encouraged the very talented Mr. Sandeep, founder of the Recording Club Ajmer,

a Trust that works to help people with special needs, with a special focus on the visually impaired, to host a show on radio to share stories about the challenges and successes of people with special needs.

Through this show, Radio Madhuban connected with the families of these people and shared their experiences on radio. Interviews with several doctors and practitioners of law were also produced and broadcast during this show to create awareness about special provisions made in law for people with special needs.

In 2020, Radio Madhuban encouraged Sandeep to host another show called "Humrahi" to share stories of a married couple with special needs. The show talked about the challenges a person with special needs goes through while choosing a life partner and companion. This show received a tremendous response from the community. It not only gave the listeners an understanding of the life of people with special needs but also inspired in them

an attitude of respect and kindness for them.

During the lockdown imposed due to the Covid-19 pandemic, Radio Madhuban launched a national online singing competition for young adults with special needs to spread the message of unity and cooperation. In all, 113 people from 16 states participated in this online competition organized in collaboration with the Recording Club. After many rounds of selection via WhatsApp, the final round was broadcast live on Radio Madhuban in May 2020. As a result of this initiative, one of the winners, Mohammad Sabir, got an offer to sing in a professional music album with Azam Ali Mukarram.



Community Speaks

I regularly listen to the shows “Man ki Aankhon Se” and “Humrahi”, irrespective of how busy I may be, because these shows give important information and provide people with special needs a platform to share their ideas and discuss the challenges we face. If given a chance, I would like to become the host of this show on Radio Madhuban.

Vipul Jain, Abu Road



From time to time, the Radio Madhuban team records audio books on a variety of subjects, including management, competitive exams, spirituality and the academic syllabus for people with special needs.

Our efforts focus on creating awareness about people with special needs and facilitating their engagement and inclusion in the community.



NGO Speaks

I congratulate Radio Madhuban for successfully completing 10 years as a community radio station. Radio Madhuban has worked for inclusion of people with special needs for several years now. The Recording Club and Radio Madhuban have been working together for this cause for the last 18 months.

In this time, Radio Madhuban has organized a national singing competition for people with special needs and launched two radio programs to help in their inclusion. The efforts were focused on sharing information about special laws, provisions and schemes available to people with special needs and provide them with a platform to connect with a larger community and share their ideas and life stories. Radio has given me the opportunity to host a show and its gives me immense joy.

The Radio Madhuban team also supports the Club's activities by recording audio books for our library.



Sandeep Kumar Trivedi
Chairman
Recording Club, Ajmer



RJ Sharad Tripathi with the family of Farukh after interaction for the program “Man Ki Ankhon Se”.



The mothers in Abu know that their vote is important.



SOCIETY

A STORY OF LEADERSHIP

Our work supports Sustainable Development Goals





Team Radio Madhuban at a CRPF campus after a program on voter awareness.

SOCIETY

Introduction

India is the world's largest democracy. There are provisions to include citizens at the grassroots in the process of governance. While the government has launched several schemes, from time to time, to help the underprivileged communities across the country and put in place several guidelines and laws to ensure that the benefits of these schemes reach the grassroots level, the marginalized communities often fail to participate in these schemes due to lack of information and awareness, among other factors.

As a radio station of the community, run by the community for the community, Radio Madhuban tries to fill this gap and undertakes several initiatives to create awareness about laws, schemes and special provisions made by the government and also informs people about their rights and responsibilities as citizens of the country.

The community in Abu lacks basic information about governance, voting,

tribal laws, employment, citizen rights, etc. In this scenario, Radio Madhuban's work has been of paramount importance in promoting good governance in Abu. Over the years, we have worked to create awareness about the above-mentioned issues. Our effort to connect the community with their elected leaders in the municipality through a live radio show has been especially successful in addressing daily challenges faced by the people of Abu.

We have worked with several partner organizations and local government departments to bring about a shift in people's awareness. As you read the story of our journey in the next few pages, you will notice that our efforts have enhanced people's awareness about the underlying values that unite us as a nation and define us as a community, about their rights and responsibilities and about the system of governance.

A story of Good Governance

Radio Madhuban has always endeavored to promote ethical practices and values in the community. Over the years, we have undertaken several projects to inform, educate and empower the local community.

It all started with an awareness campaign, "Jago Grahak Jago", launched in the year 2015 to create awareness about consumer rights and responsibilities. Some 150 villagers participated in interactive community events that were organized in different villages, and narrowcasting helped to increase its outreach.

One week of heavy rainfall created a flood-like situation that affected the livelihoods of the people of Abu in the same year. Radio Madhuban emerged as a medium of communication and source of information and the latest updates for the community and helped in connecting people stuck at schools, offices and market-places with their families. We supported the government's relief efforts and local officials, including the Mt. Abu Municipal Chairperson, used Radio Madhuban as a platform to update listeners about different road routes.



Community Speaks

I am a regular listener of Radio Madhuban. I am glad that they also have shows for people with special needs and they tell us about special provisions and schemes of the government, career opportunities and help us connect with the community. After listening to their programs about democracy, I learned about the importance of my vote and reached the polling booth at 7 am on the voting day. I also inspired my friends and many other people in my village to vote. In the evening we found out that more than 85% of the people from my village had voted that day.

Alkesh Meena



To strengthen democracy and enhance pluralism at the grassroots, Radio Madhuban launched a community intervention titled "Hamari Sarkar, Hamare Adhikar", with support from Ideosync Media Combine, to educate the community about democracy, accountability, citizenship and public



Abu Road Traffic Police officer sharing traffic rules with the listeners.



Jaymala Panigar, Magistrate, Abu Road, speaking about laws on child marriage.



Surendra Kumar Solanki, Collector, Sirohi, speaking on voting rules.



Suresh Thingar, former Municipal Corporation Chairperson, speaking during the program "Hamara Abu".

participation in governance. This project focused on the rights and entitlements of tribal communities by creating awareness about the Panchayat (Extension to Scheduled Areas) Act of 1996.

Radio Madhuban conducted detailed baseline studies, quantitative and qualitative surveys, interviews and focused group discussions to identify key challenges and the state of awareness of the community. The team designed and produced 14 episodes of



Community Speaks

Radio Madhuban team visits my school from time to time to organize workshops and interact with students. Their narrowcasting of program "Full on Nikki" is especially appreciable. These workshops instill confidence and values in children and motivate them to excel in their life. Radio Madhuban's personality development workshops are very beneficial in building a strong moral character and holistic personality. These efforts have changed the lives of tribal students in the region.

Thanaram, Deldar



a magazine show consisting of a skit, songs and interviews based on stories collected from the community that were broadcast on radio. This project had a massive impact on the community. Many tribal women came forward to participate in the workshops and also perform a skit, "Rashan Ki Dukaan", during the workshop. It inspired the villagers in Mahikheda village to form a Gram Sabha and address the infrastructural and developmental challenges of their village. This story inspired many other villagers.



A Sub-Inspector from Sadar Thana wishing people on Republic Day.

Radio Madhuban designed and launched a unique live show "Hamara Abu" in which the citizens of Abu would get a chance to interact with their elected leaders. The Municipal Chairmen of Abu Road and Mt. Abu and a local MLA regularly interacted with the listeners through this show. It served as an easily approachable platform to connect with local government officials and address the challenges of the community. This show was very well received by the community.

A lot of cases of road rage and road accidents are reported in Abu. Radio Madhuban has endeavored to bring awareness about safety on roads in the community through several initiatives. In 2012, we supported the "Sadak Suraksha Abhiyan" organized by the local authorities



Narrowcasting of the program "Hamari Sarkar Hamare Adhikar".

to create awareness about traffic rules. Radio Madhuban launched a project "Zara Hatke Zara Bachke, Ye Hai Traffic Meri Jaan" in 2013 during the Global Road Safety Week to focus on pedestrian safety. During this week, the team went to different villages to educate people about traffic rules and road safety. A special radio program called "7 Ghante 7 Din" was broadcast featuring discussions with key stakeholders about different aspects of road safety.

On World Radio Day every year, Radio Madhuban organizes a community celebration to connect with the community. On this day in 2015, Radio Madhuban organized a series of programs in 10 villages under the banner "Sunte Raho, Muskurate Raho" to spread awareness about the radio station. A team performed a puppet show to attract audiences. This series significantly increased the outreach of radio and created awareness about the shows and radio programs in the community.

During Road Safety Week in 2016, Radio Madhuban connected with local government schools and organized 30-minute programs in each school during the morning assembly to spread awareness about road safety among children

by way of interactive workshops, quizzes and presentations. A lot of 1,950 students participated in these programs and learned about traffic rules and safety.

Around Children's Day in 2016, the team organized a 7-day community awareness campaign focusing on Children's Rights. Special interviews and VoxPop were broadcast to highlight the special rights provided to children by the constitution, their applicability and need, and the provisions under the rights.



Community Speaks

We are the housewives of Mahikheda village. After the narrowcasting of the program on "PESA Act", we came to know that our problems can be solved by forming a Gram Sabha, and this is also the key to village development and social progress in the region.



In 2016, Radio Madhuban organized several village outreach programs to spread awareness about the Mahatma Gandhi National Rural Employment Guarantee Act 2005 (MGNREGA) among the tribal people of Abu to advance rural employment. Some 200 villagers participated in the workshops organized in Mudarla and Ganka villages. During these workshops, Radio Madhuban brought together working villagers, employers and the Sarpanch on the same platform for the first time for a face-to-face dialogue to discuss their problems and find solutions.

After this Radio Madhuban organized mass awareness campaigns in 15 remote tribal villages to spread information about the rights of tribal people and government provisions and schemes for tribal communities. During these campaigns, villagers were encouraged to address common challenges through model Panchayats.

Also in 2016, Radio Madhuban organized a mega awareness campaign to inform people about the damaging effects of the age-old tribal criminal justice system called "Mautana". Under this, a person or family is declared accused if the body of a person is found on their property, even if it is a case of natural death, suicide or accident. No one attends to the dead body until the accused pays monetary compensation. In case the accused fail to pay, the family of the deceased destroys the property of the accused, forcing them to flee the village.



NGO Speaks

Congratulations! Radio Madhuban 90.4 FM for completing 10 years of going on-air, this year. Your journey as a community radio (CR) has been exemplary, both with respect to the democratic and participatory processes that Team Radio Madhuban has put in place, and the community connect that the station has embraced over this decade.

I am especially captivated by the association of Radio Madhuban with its community, and the civic engagement work carried out by it during the COVID-19 pandemic. Through the multiplicity of contributions made by Radio Madhuban during these difficult times, the station has proved beyond doubt that CR is not simply about making radio; it is about serving communities.

All through the lockdown, and the different phases of unlock in India, Radio Madhuban has aided its listeners in the most creative ways - broadcasting authenticated information, dealing with apprehensions; debunking fake news, keeping audiences entertained, and running radio schooling initiatives. It goes to the credit of Radio Madhuban that they adapted the new digital technologies to combine the internet with terrestrial broadcasting and utilised this for spreading awareness, as well as to reach out to people.

With community radios such as Radio Madhuban doing extraordinary work, becoming vocal for local, and establishing a vital link between government and grassroots, the day is not far when they will be the impetus for many more community radio stations to come up in India - at least one in every district to begin with.

Wishing the best to Radio Madhuban 90.4 FM in its illustrious march ahead.



Prof. (Dr.) Kanchan K. Malik
Department of Communication,
University of Hyderabad
Faculty Fellow, UNESCO Chair on
Community Media

Awareness programs were organized in 20 villages. Because it is a long-standing tradition in the communities, it was very difficult to make people realize its harmful impacts on society, but our persistent efforts succeeded in bringing about a positive change. Our efforts were also recognised by the Government of Rajasthan.

In 2017, Radio Madhuban produced and performed a street play called "Addu Ki Kahani" to create awareness about the damaging impact of child labor on the community. Young junior RJs of Radio Madhuban performed this street play in the Luniyapura rag-picker's community near Abu Road Railway Station, at Doosra Dashak (Foundation for Education and Development) and in the marketplace in Abu Road to sensitize people about the issue.

In the same year, Radio Madhuban collaborated with UNICEF and CRA to broadcast a series called "Full on Nikki" that addressed key societal challenges faced by children and young adults. In all, 75 episodes on 26 different themes were broadcast over 6 months under this collaboration. This initiative created awareness and sensitized the community about various issues, including early marriage, gender socialization and stereotyping patriarchy, child sexual abuse, body image issues, gender segregation, school enrolment,

intergenerational dynamics, domestic violence, digital India and the dark side of the Internet. Radio Madhuban conducted VoxPop on each episode and that was also broadcast alongside the episodes. Narrowcasting of this series also helped to create awareness in the community.

These efforts continued and in 2019, we organized the Festival of Democracy in association with UNESCO Chair on Community Media to create awareness about the Indian electoral system and ensure maximum voter participation in the Lok Sabha elections of 2019. Innovative tools like street plays, music, and panel discussions were used to educate voters about the importance of their vote.

With support from the Centre for Development of Advanced Computing (CDAC), Radio Madhuban launched another project in November 2020 called "Yojnaon Ka Pitara" to bring awareness about government schemes at the grassroots level.

We have worked to address key challenges that the people of Abu face in their daily lives, created platforms for them to learn about various government schemes and take part in strengthening the democracy at the village level. Our efforts have positively impacted the lives of tribal communities in Abu.



Students of Upper Primary School, Kivarli, posing with the poster "Full on Nikki".



RJ Arushi interacting with Mahipal Singh, BLO, during elections.



Jr. RJs performing a street play, "Addu Ki Kahani".



Women of Mahikheda participating in a Model Panchayat.



RJ Vinod discussing "Mautana" with women of Siyava.



NGO Speaks

'In today's fast-changing world where digital technology has enveloped our lives completely, there are still huge populations in our country that do not have access to digital spaces and digital skills; whose voices need to be heard and who have a right to information. Community Radio is a critical tool in this landscape, serving those living at the margins and creating an equal space in an unequal world.

In the last twenty years of my work with community radios, I have been humbled by the enormous resilience of people and their generosity. It is this ability to create joy in adversity that Community Radio also demonstrates because it works with the people and belongs to the people.

I wish Radio Madhuban all the very best on your continued journey to make people's voices count and be heard. To ensure that tribal areas are not kept in the dark with regard to critical information that is their due and that they need to ensure their democratic rights. May you continue to strive to preserve our local cultures and create inclusive spaces.

It has been wonderful to have Radio Madhuban join us at Ideosync for many of our projects and we hope to continue to do so in future.



Venu Arora
Director and Co-founder
Ideosync Media Combine



Community Reporter Pabitra Mallik interacting with farmers.



SUSTAINABLE LIVING

A STORY OF MOTHER NATURE

SUSTAINABLE FARMING
GREEN FESTIVALS
RESOURCE CONSERVATION

Our work supports Sustainable Development Goals





Students of Govt. Primary School, Talwarnaka, pose with their paintings on World Water Day.

Introduction

Mt. Abu is the only hill station in the famous desert state of Rajasthan in India. Blessed with natural beauty, its scenic charm draws travelers from all over the world. The region's extreme climate, mountainous terrain and limited resources call for urgent attention to developmental issues.

Farming is the most common occupation in the region. Modernization and industrialization in recent years have started to put a strain on local resources. Lack of information and education adds to the problem.

Sustainable development has been a focus area for Radio Madhuban since the beginning. Our work for the environment aims to draw the community's focus towards resource conservation and an eco-friendly lifestyle.



NGO Speaks

During its ten years of operation, Radio Madhuban has forged a wonderful relationship with its community by highlighting various issues of importance and concern. The radio programs broadcast on community participation and outreach by Radio Madhuban were noticed at the national level and the radio station won many awards in different categories during the National Community Radio Sammelan.

The great work done by Radio Madhuban in the field of sustainable development and integration of the community in Abu and adjoining areas was appreciated by one and all. Radio Madhuban has distinguished itself by participating in almost all the projects assigned by various agencies during the last ten years. It has the potential to reach commendable heights in the near future.

I wish Radio Madhuban and its team all the best in its future endeavors and assure all cooperation and support.

Dr Brijender Singh Panwar,
President,
Community Radio Association, India



A story of Sustainable Agriculture

Farming is the primary occupation of villagers in Abu and they face many challenges. In the beginning of 2011, Radio Madhuban organized field visits to different villages and found that villagers were unaware of modern farming techniques and eco-friendly agricultural practices and often faced crop failure due to pests and crop diseases.

To work for farmers' welfare, Radio Madhuban produced a series of radio programs and interviews in 2011, in collaboration with the Krishi Vigyan Kendra, about technological advancements in agriculture and crop health management.



Community Speaks

I am a small farmer and my entire family listens to shows on Radio Madhuban. We started listening many years ago when their team organized a program in our village. They give very useful information and training to farmers. That information helps me in the farm.

Kuparam, Kojara village



With support from the Agriculture and Rural Development Wing of Rajyoga Education and Research Foundation, Radio Madhuban also created awareness about sustainable yogic farming and its environmental and economic benefits. The villagers were reluctant to adopt any new practices and very few farmers expressed any interest in this project. However, this was just the beginning.

To develop an attitude of love and gratitude towards Mother Nature in the community, Radio Madhuban produced a series of audio capsules that aimed at bringing the community closer to nature and in harmony with it. It was an effort to positively change the community's outlook towards nature and it received a tremendous response.

In 2012, Radio Madhuban produced another series of radio programs to spread scientific knowledge with help from Krishi Vigyan Kendra, Sirohi. The shows focused on soil health management, crop health management, sustainable resource utilization and integrated farming. These programs also promoted the KVK's training efforts in the fields of dairy farming, organic farming and farm machinery. Success



Intern Bhawna speaking to a tailor about energy conservation.



RJ Shri and RJ Mona celebrating Earth Hour.



RJ Ramesh interacting with farmers after agricultural training.



Prakash Gupta, ATMA Director, Sirohi, speaking about agricultural techniques.

stories of progressive farmers were broadcast on radio to educate listeners about sustainable farming methods. Gradually, these programs were successful in creating awareness in the community and many farmers attended training sessions at the KVK.

Since then, regular programs are broadcast on Radio Madhuban to address various issues faced by the farming community, in the show "Mera Gaon, Mera Anchal". Over the years, several experts from industry, research professionals, university professors and progressive farmers have



Community Speaks

I have got the chance to share my view many times on the show "Mera Gaon, Mera Anchal" on Radio Madhuban. It is a very good show. It connects all community members together. RJ Pabitra is a very talented host. He, along with the Radio Madhuban team, visits many villages and interacts with different people in the community to collect information and share it during this show.

Arjun Ram Garasiya, Panchdeval village



been invited to share their knowledge with the community. From time to time, Radio Madhuban organizes activities and workshops for farmers in the community. Some 80 farmers from 3 villages participated in the first quiz organized in 2014.

In 2019, Radio Madhuban collaborated with the Khadi and Village Industries Commission to promote Apiculture in Abu and inform the community about new farming opportunities. Local farmers were trained in beekeeping and 350 boxes of honeybees were distributed to 35 villagers in 13 villages.

Many farmers have changed their farming patterns and adopted multi-crop farming, organic farming practices, tools and machinery to not only increase profitability and crop yield but also help in conserving the environment.

A story of Green Festivals

Radio Madhuban has been working to spread awareness about resource conservation and environmental preservation during festivals. In fact, the campaigns during festivals have drawn people's attention towards ecological pollution and inspired them to make small changes towards eco-friendly living.

The "Green Diwali" campaigns that started in 2013 have since educated thousands of listeners about environmental pollution and the damaging impact of plastic and firecrackers on nature. Radio Madhuban's campaign for an eco-friendly Ganesh Chaturthi in 2014 reached 27,084 people at the time on social media. These campaigns are designed to promote use of recyclable and reusable materials, eco-friendly celebrations, and love for the environment and community. Our teams visit different villages and interact with people to spread awareness about the campaigns and find out their responses. VoxPop with shopkeepers, farmers, teachers, students and local authorities are broadcast on radio.

Over the years, these campaigns during festivals have become a regular feature on Radio Madhuban and have been well-received by the community. Many listeners visit the Radio Madhuban studio to wish the team and celebrate festivals with them.



Anangpal Pandey, Community Reporter, helping children to plant trees.

A story of Sustainable Living

Radio Madhuban broadcast a 2-hour live show in 2012 during Earth Hour to create awareness about environmental conservation. The show was broadcast with minimum equipment by candlelight and all electrical devices were switched off during the show. Listeners loved the show and called in large numbers to share what they did to save the environment. Many young children called in and shared their experience of celebrating Earth Hour with Radio Madhuban.

This tradition, started in 2012, has continued over the years. In 2016, we conducted a community VoxPop about alternative energy, waste management, and environmental pollution that was broadcast on radio during Earth Hour celebrations. Along with this, interviews with school science teachers and engineers from public works departments in Abu were also aired.

On World Environment Day in 2013, Radio Madhuban launched a campaign to spread awareness about food wastage. Our team went to different villages in the region to reach out to women and talk to them about food wastage. The team learned a lot about local food and traditional cooking practices from these interactions. The community loved the campaign and people called in to share their tips to save food. In 2015, a program for school students was organized at Adarsh Vidya Mandir, Mt. Abu with support from the District Forest Officer. A seminar on the theme "Consume with Care" was organized for government school teachers in Abu Road in which 350 teachers participated.

On World Water Day in 2014, Radio Madhuban conducted a seminar for schoolchildren, with guests from Green Tech Solutions, Jaipur, PHED, Abu Road, Jan Chetna Sansthan, and Brahma Kumaris. Over 200 students participated and learned about ways to save water. In 2015, an awareness program was organized for 100 villagers in Redvakala village to spread awareness about water conservation. The Radio Madhuban team performed a street play on the United Nation's theme of water and sustainability. Twenty-five children pledged during event to never waste water.

A mission to Green Abu

Radio Madhuban launched a mega tree plantation drive under which 6,000 trees were planted in 60 villages in Abu in 2011. A large number of villagers participated in this drive.

Listeners loved the special songs about Mother Nature that were produced by Radio Madhuban and broadcast regularly to create awareness about environmental conservation. A special segment about eco-friendly living was introduced in the morning show "Nayi Kiran" to connect with the community and start a discussion about sustainable development.

In December that year, Radio Madhuban launched a 10-day campaign for energy conservation. Small programs were organized in different villages to sensitize people about the use of natural resources with a focus on electricity, and these focused group discussions were broadcast on radio. To support the Harit Rajasthan campaign initiated by the SDM of Mt. Abu in 2013, the Radio Madhuban team planted over 1,000 saplings in Abu.

Over the years, these efforts have brought about a change in the community's understanding of the environment and relationship with Mother Earth. We have tried to provide education and information about various aspects of the environment to promote sustainable development in Abu. Radio Madhuban's initiatives have increased the knowledge and awareness of community members of all ages and have made them conscious about environment conservation.

An example of this change is the bird feeder. In 2019, our young RJs got together to develop a simple DIY bird feeder made from waste materials easily available at home. These stories of change not only motivate the team but also inspire thousands of community members to change!



Distribution of boxes with honeybees to villagers by the Khadi and Village Industries Commission.

TEAM RM

2011-2020



Yashwant Patil
Station Head



Rohit Gupta
Technical Head



Krishnaveni K
Production Head



Ramesh Khade
Marketing Head & RJ



Raghav Chawla
Design & Media Head



Pabitra Mallik
Community Coordinator



Subhashree Bahera
Scheduler & RJ



Arushi Bhatnagar
Scriptwriter & RJ



Hrishikesh Angadi
Photography & Video



RJ Dharmista



RJ Geeta



RJ Prabha Mishra



RJ Shrinidhi



RJ Gyaneswar Barvey



RJ Bhakti Barvey



RJ K.C. Jinger



RJ Sunita



RJ Swarnlata



RJ Sandeep



RJ Sharat



RJ Usha



RJ Vishal



RJ Amit



RJ Vedant

LIVE EVENTS

2011-2020

S.No	Year	Theme	Event Name
1	2012	Art & Culture	Celebrating the ancient art of Bhavai
2		Society	Covered 22 public places on Republic Day & Independence Day
3		Art & Culture	Dussehra celebrations, Ramlila Maidan, Mt. Abu
4		Society	Ambedkar Jayanti, Abu Road
5		Society	International Media Conference, Talehti
6	2013	Health	2nd Mt. Abu International Trail Half Marathon, Mt. Abu
7		Society	Pace for Peace & Prosperity - International Half Marathon
8		Education	Kishori Mela, Girivar Avasiy Vidyalyay
9		Environment	Krishi Mela, Sirohi
10		Governance	Live coverage of RTO office's inauguration
11		Society	Samuhik Vivah, Mt. Abu
12		Art & Culture	Republic Day & Independence Day
13		Youth	150th Vivekananda Jayanti, Mt. Abu
14		Health	Blood Donor's Day, Mt. Abu
15		Art & Culture	Dussehra celebrations, Abu Road
16		Health	Vyasan Mukti Seminar, Abu Road
17	2014	Education	Half Marathon – Run for Education
18		Women	"Beti Bachao"
19		Women	Sakhi Swasthy Mini Marathon
20		Governance	20 Schools & Colleges on Republic Day & Independence Day
21		Art & Culture	Dussehra celebrations, Mt. Abu & Abu Road
22	2015	Governance	NGOs, Govt. Offices, Colleges - Republic Day & Independence Day
23		Society	Ethical Media - Media Conference, RERF
24	2016	Governance	20 public places covered on Republic Day & Independence Day
25		Art & Culture	Mahashivratri Mela, Abu Road
26		Environment	Cyclethon, CIT College, Abu Road
27		Youth	Cyclethon, Brahma Kumaris, Mt. Abu
28		Environment	Swachh Bharat Abhiyan, Talehti
29		Health	World AIDS Day event
30		Women	International Women's Day, from Polo Ground
31		Education	Govt. Model Senior Secondary School, Ore, Nanhe Sitare
32		Society	Dadi Prakashmani Internatioanl Half Marathon
33		Society	National Media Conference, Shantivan
34		Health	International Yoga Day, Abu Road & Mt. Abu
35	2017	Governance	23 public places - Republic Day & Independence Day
36		Society	Dadi Prakashmani International Half Marathon
37	2018	Governance	Local Community - Republic Day & Independence Day
38		Health	Blood Donors Day, GHTC, Abu Road
39		Women	International Women's Day
40	2019	Society	Govt. Offices, Community - Republic Day & Independence Day
41		Society	Dadi Prakashmani International Marathon
42	2020	Inclusive Growth	Ekta Ki Awaz, singing competition for the visually Impaired

ON-AIR SHOWS 2020

Programs on Weekdays

Monday to Friday

6:00 to 7:00 AM Suprabhat	7:00 to 8:00 AM Awakening with Brahma Kumaris	8:00 to 10:00 AM Nayi Kiran	10:00 to 12:00 Noon Aashiyana/ Vikaspedia/ Poshan
12:00 to 1:00 PM Repetition of Weekend Programs	1:00 to 2:00 PM Interviews/ Filler	2:00 to 3:00 PM Meena Radio/ Primary Pathshala	3:00 to 4:00 PM NCERT/ Sr. Sec. Pathshala
4:00 to 5:00 PM Safar	5:00 to 6:00 PM Yuva Manch/ Poshan Ki Potli	6:00 to 7:30 PM Udaan/ Vikaspedia/ Factshala	7:30 to 8:30 PM Mera Gaon Mera Anchal
8:30 to 10:00 PM Khushi Ke Nagmein/ Factshala	10:00 to 10:30 PM Bachon Ki Dadi		

Weekend Programs

Saturday

6:00 to 7:00 AM Amrut Dhara	7:00 to 9:00 AM Good Morning Abu	9:00 to 11:00 AM Aashiyana	11:00 to 12:00 Noon Panditayin
12:00 to 1:00 PM Gaon Ri Batein/ Factshala	1:00 to 2:00 PM Swasth Man	2:00 to 3:00 PM Meena Radio/ Primary Pathshala	3:00 to 3:30 PM Sangeet Ki Duniya
3:30 to 4:00 PM Poshan Ki Potli	4:00 to 5:00 PM Nayi Duniya	5:00 to 6:00 PM Career Option	6:00 to 7:00 PM Opno Samaj
7:00 to 8:00 PM Mera Gaon Mera Anchal	8:00 to 9:00 PM Man Ki Ankhon Se	9:00 to 10:00 PM Afsane Taranon Kay	

Weekend Programs

Sunday

6:00 to 7:00 AM Amrut Dhara	7:00 to 9:00 AM Good Morning Abu	9:00 to 11:00 AM Aap Ka Swasthya Aap Ke Haath	11:00 to 12:00 Noon Panditayin
12:00 to 12:30 PM Sangeet Ki Duniya	12:30 to 1:00 PM Gaon Ri Batein	1:00 to 2:00 PM Salam-E-Zindagi	2:00 to 3:00 PM Career Option
3:00 to 4:00 PM Pankh Mile Adhikaron Ke/ Poshan Ki Potli	4:00 to 5:00 PM Jeevan Roshni	5:00 to 6:00 PM Hamrahi	6:00 to 7:00 PM Swasth Man
7:00 to 8:00 PM Mera Gaon Mera Anchal	8:00 to 9:00 PM Madhuban Unplugged	9:00 to 10:00 PM Opno Samaj	

KEEP LISTENING
& SMILING.
WE WORK TO BRING SMILES

to each and everyone. To make
a person smile means to bring out

JOY THAT LIES WITHIN
THE SOUL.

Innately, we are all happy beings,

BEINGS OF LOVE, Light & Peace

Often clouded in all the 'DOING'.
We forget the 'BEING'

and **WE FORGET TO** **SMILE.**
We shine bright when we
smiling evokes infectious smiles

As a response. **THIS IS A GREAT SERVICE**

A smiling face reflects a **HAPPY HEART**

And a content soul may continue
to **SPREAD 'SMILES' ALL AROUND!**

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