BACKGROUND REPORT OF KV RADIO

Shekhawati Ki Shaan-O-Aavaaz, Kamalvani 90.4 CRS ka Aagaz

**On Air** - 22th Nov. 2012  **Broadcasting Time** - 10 hrs. per-day

**Catchment Area**

**Types of Community**
Farmer, Artisan, Laborer, Student, Army-persons, Business-persons etc.

**Google App** – KAMALVANI (24Hrs.)  **Live App** – Broadcast Myself

*Station is run through mobilization of community*
CHALLENGES OF CATCHMENT AREA

01 Non-acceptability Attitude & Low Awareness level

02 Habit, Tradition & Belief System

03 Lack of Proper Information
ACTION PLAN

Coordination
- Local Public
- Health Worker
- Local Govt.

Motivation
- Local (abroad/outside) Person’s messages
- Messages of Govt./Popular/Public Person
- Bhamashah for – Mask, Sanitizer, Food etc.

Use of Technology
- Village level What's app Group
- Broadcast App of KV Radio
- Phone-in program

Prevention
- Close observation (workers come from outside)
- Stop Social functions, Tash-patti, Lota-Party, Gossips, Needless walking etc.
IMPACT OF CR KAMALVANI

STOP
Bad Habits
- Unnecessary Social Gathering
- Poor Health & Hygiene
- Tradition & Beliefs

THINK
Safe Life
- Positive Thoughts
- Life Style – Food/Drinks
- Govt. Instructions

START
Good Practices
- Be Receptive for Positive thoughts
- Change life style accordingly
- Follow necessary Instructions
CONCLUSIONS

01 Keep Social Distancing
02 Wear Mask & Avail Sanitizer
03 Stay at Home
A Picture Is Worth a Thousand Words
“थोड़ा सा अभ्यास बहुत सारे उपदेशों से बेहतर है.”

—महात्मा गांधी
THANKS
any questions?
drdp91@gmail.com
kamalvanicrs@gmail.com
+91 900 100 5900
www.kamalnishtha.org
Google App - KAMALVANI