



Radio Madhuban

Brahmakumaris Community Radio Station

90.4
FM

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Newsletter

Jan - Mar 2012

Radio Madhuban. One Year of Community Service.

On January 18th 2012, Radio Madhuban 90.4 FM completed one year. The objective of Radio Madhuban is to set the example of being a value based medium, and provide the voiceless – the neglected and underprivileged sections of the community, with a voice. This community Radio Station run by the Brahma Kumaris speaks the language of the common man to the common man.



Right since its inception, Radio Madhuban began with a 24 hour programming format, an unprecedented act among over the hundred community radio stations across India. Thanks to the dedicated and disciplined workforce of the parent organization - Brahmakumaris, Radio Madhuban could develop personnel suited for every aspect of radio broadcasting, within a matter of weeks.



The journey from the beginning of 2011 to now has been an

interesting one. We started our initial broadcast with a basic windows media player set up on a normal computer with volunteer RJs, editors, each performing their task out of sheer enthusiasm and not experience. Today, it gives us great pleasure knowing that we are on the verge of opening our new state-of-the-art studio setup, provided by BECIL, (Broadcast Engineering Consultants India Ltd.) a Government of India enterprise under the Ministry of Information and Broadcasting.

Our structured programming format designed as per the needs of the local community caters to every age group and section of the community. It evokes active community participation, promotes local arts and cultural activities, provides value education for children, supports farmers with informative content on farming techniques, informs the local community about beneficial government schemes, and highlights the problems of the local populace, amongst many other activities.



The songs that are played are also handpicked : value-based, patriotic or motivational. Apart from in-studio programs we have village outreach programs too, where Team Radio Madhuban reaches to the local community and finds new talent, voices and opinions that bring to light the issues of importance.

Within the span of a year, Radio Madhuban has undertaken several projects and activities on energy conservation, environment protection, de-addiction, education to prevent female infanticide, child marriage and other social evils.



Be it the water problem with village *Padar*, connecting road and electricity problem of village *Awalafalli* or the achievement of village *Bosa* in becoming a model, completely addiction-free village, Radio Madhuban highlights the issues that the common man faces. In the commercial and profit driven media of today, due importance is not given to the voiceless sections of society. In the coming year, our objective as a Community Radio Station is to reach out further to the many tribes living deep inside the mountainous terrain as well, to design and facilitate conversations and activities that empower these neglected sections of society. We will do this by giving their opinions, talents, arts and needs, a voice.



SPOTLIGHT VALUES ON RADIO MADHUBAN

A cup of friendship@ Om Café

You may be already aware that Spotlight Values, a UN initiative for youth worldwide was launched in India through the medium of Radio Madhuban last year. It has become a weekly feature on Radio Madhuban. The creative team at Radio Madhuban keeps organizing Om Café workshops (a part of the Spotlight Values initiative) for interested youth from time to time, at various institutions. This time around, the Brahmakumaris IT team of India had gathered in Shantivan for a three day retreat and thereafter participated in one such Om Café exploring the value of friendship. Around 25 IT professionals from different cities enthusiastically got together for the Café on the 21st of March discussing for nearly four hours the importance of friendship in their lives.

The participants shared very candidly their experience of Om Café. A brother who is a software engineer from Mumbai shared that it felt unusual but great to be away from the laptops, internet, mobile and any electronic gadgets. Another brother from Madurai shared that he was anticipating some "long lectures" but these new concepts were a refreshing change. All left with a plan to recreate such Om Cafés in their respective work areas and Rajyoga centers.

Diving deep into values

In keeping with our theme of focusing on one virtue every month, in the month of January, we explored the value of "Love" since January 18th marks our founder's day, (Father Brahma's ascension day) and so, we decided that January shall give space to exploration of "love" as a value.

We had with us, BK Aarti Pappu from New York, who is the core

group member of the Spotlight Values team in the USA and also the Brahmakumaris youth representative to the United Nations. BK Aarti shared in a candid talk that today, love is being misunderstood as its (negative) forms of attachment, identity, lust, anger, etc. But love really, is sacrifice, love means purity, love means to let go, love means to forgive....and much more unexplored aspects from a spiritual dimension.



February gave the opportunity to explore the value of "Peace". A few local college students were invited in the studios to express their idea of peace. And also, what is their commitment toward "world peace". Many of them felt that they could control their anger; that they would stop quarrelling and instead, help people and so on. Their sharings were thought provoking and it delighted them to be able to hear their own voices through radio.

Happiness is our pill for a healthy and worry-free life. During the month of March, Spotlight Values was celebrated in the form of "Happiness" in the first week of the show. Dr. Avdesh, the principal of the Srinath College of B.Ed. joined in as a guest and spoke about the many dimensions of Happiness. To be happy, one must approach one's work with interest and dedication.

Looking forward to even more exploration of other values through shows, workshops, Om Cafés, interactions and community service programs.

Udit Narayan wished our listeners "a Happy Republic Day"



26th January saw a remarkable guest at our radio station, who mesmerized the listeners with his melodious voice. None other than Udit Narayan was live in "Khushi ke Nagme" to make Republic Day memorable for all our listeners and team. He was invited to inaugurate the Godlywood Studio of Brahma Kumaris.

The listeners of Radio Madhuban were very happy to get an opportunity to request Udit Narayan himself to sing songs for them.

Ketki Dave at Radio Madhuban

A famous Bollywood and TV artist Ketki Dave was part of 'Khushi ke Nagme' on Radio Madhuban. She interacted with listeners and entertained them with her dialogues on their special request. She was overwhelmed by the performance of the Radio Station and congratulated the whole team for their good initiatives. At the end she wished Happy Holi in advance to the listeners and the team.



EVERY GREAT REVOLUTION WAS JUST AN IDEA ONCE

Dr. Kewalanand, professor, Agronomy Dept. of College of Agriculture, GB Pant University of Agriculture and Technology, Uttarakhand is a man of great scientific inclination and the skills to blend modern technology with agriculture. He visited Radio Madhuban and discussed the concept of Yogic Kheti in detail for the benefit of the local community. It is clear, he emphasized, that our thoughts are the greatest power we have, provided we use them correctly. Our thoughts shape our world. Every thought that passes our mind has an effect on our life and surroundings, and therefore, what we get in life completely depends on what we are constantly emitting as thoughts. This is the central idea behind Yogic Farming. Without using pesticides and chemical fertilizers, farmers have to meditate to purify the seeds and instill productive power in the fields. It is a combination of organic and meditative farming wherein natural biological products like animal waste, manure, dry leaves, neem extract are used along with regular meditation.

It started in 2008 when Dr. Kewalanand had come for a Rural Wing meeting of the Rajyoga Education and Research Foundation and was completely taken away by the new concepts of Rajyoga meditation and Yogic farming. Back in Uttarakhand, when he tried sharing this unique knowledge with other scientists and farmers, they just didn't believe him. As an experimental proof, he requested Rajyogini sister Surajmukhi of adjoining Brahmakumaris centre to meditate on some of the seeds of Jowar for a week. In half a plot of land, he sowed ordinary seeds and farmers used pesticides and fertilizers and in the other half of the land he sowed the meditated seeds and regularly meditated on the farm. The results were surprising for the



farmers. Both the fields produced the same yield. But yogic farming had saved the cost of expenditure. In another experiment, he requested a farming family to grow coffee in two fields and give good wishes and pure vibrations to it whereas use chemical fertilizers in the other field. The results were awakening for the farmers. On the field on which Yogic farming was being practiced, plants started growing in a year but it took double the time for the other chemically fertilized field.

It was only after these experiments that the scientists agreed to the fact that Yogic farming does not only save a lot of money, but produces healthier vegetables and fruits and is the best way to sustain our fields and keep them green throughout the year and for years to come. A team of scientists and researchers also visited Tapovan, a Brahma Kumaris property at Abu Road, and were amazed by farming practices and surprising results of yogic farming. Now plans are being made to introduce this practice even in foreign countries.

Studies reveal that compared to electromagnetic radiations, Rajyoga vibrations have a much greater effect on the shape, size, colour, taste and quality of the crops.

Malnutrition, starvation, land degradation, environmental degradation can all be prevented if spirituality is applied to science. He

thus strongly recommends farmers to learn Rajyoga meditation and benefit from yogic farming.

Source www.yogickheti.com

Important findings of the Research on Perpetual Yogic Agriculture

- Improved percentage of Seed Germination
- Marginal increase in Test Weight
- Healthier Root Modulation
- Enhanced Soil Microbiological Activity
- Higher Oil content in Groundnut
- Drop off in Pest Damage (much lower to Organic module)
- Increased Nutritional Values
- Enhanced Phosphorus content in the Soil
- Increased Energy Values in Vegetables
- Appreciable appearance and taste of Vegetables
- Increased Shelf life in Vegetables

Note: Above mentioned are Comparative findings following Recommended Organic Practices & Recommended General Practices using chemical inputs.

Nutritional Values Table

	Yogic Process	Conventional Process
Fat	0.11%	0.20%
Protein	1.13%	0.74%
Carbohydrate	5.36%	4.15%
Total Energy	27.47 Kcal / 100g	19.5 Kcal / 100g
Vitamin C	14.9 mg / 100g	6.05 mg / 100g

Results from tests conducted at National Agriculture & Food Analysis & Research Institute. We notice from the results obtained that the food produced through yogic process is better both in terms of energy content (higher energy) and the quality (lower fat).

SPECIAL EVENTS CELEBRATED

Republic day

Even though the constitution was adopted more than half a century back, we still have not been able to discipline ourselves as a country. It just remains a document, and we continue to be careless as a populace. With this thought, Radio Madhuban recorded audio capsules on the theme "Itna to hum kar sakte hain, desh tere liye" to attract the attention of the listeners. The capsules have been specially prepared with inspiration from the national anthem, National Flag and figures of national cultural importance. The message of the President of India, Pratibha Patil too was aired. The community people did share their good wishes in the form of songs with the listeners.

Shivratri

Only the birth of the Nirakar One, God Shiva, is celebrated not as a birth day, but as Shivratri (night). It is because God Shiva Himself descends when the darkness of ignorance is at its peak and then takes us into the light of true knowledge and glory.

The auspicious occasion of the 75th Trimurti Shiv Jayanti- the 75th year of God Shiva's incarnation and the consequent founding of the Brahma Kumaris Institution was celebrated with love at Radio Madhuban. Instances from Indian epics and mythology and Special audio capsules, poems were aired to enlighten the listeners on the significance of various names of God Shiva such as Pashupatinath, Tapteshwar, Babulnath, Somnath etc.



Peace Vibes to Japan



Japan marked the first anniversary of the earthquake and the tsunami that killed at least 15,000 people and sparked a major nuclear and humanitarian crisis last year on 11th March. Unhygienic conditions, lack of sanitation in addition to the tremendous pain, misery and economic, emotional and social loss still daunt the region. People are in severe turmoil and facing psychological trauma. So nurse Sis. Jasus of the Brahmakumaris centre in Japan who serves them, requested Radio Madhuban to send good wishes and observe silence in the remembrance of the souls, as part of an international effort. To guide the listeners to give peaceful and love full energies to the Japanese people, Sister Rajani from Japan recorded a guided commentary which was played several times during the day.

Holi

Holi! The festival of colours; the festival of joy. Colours are the most joyous part of holi celebrations. Every colour has its own significance such as red colour denotes purity, green colour represents vitality, blue colour denotes calm, and yellow represents pious feeling.



Celebration of various legends associated with holi reassure people of the power of the truth as the moral of these legends is the ultimate victory of good over evil. The legend of Hiranyakashyap and Prahlad also points to the fact that extreme devotion to God pays as God always takes His child in His shelter. All these legends help people to follow a good conduct in their lives and believe in the virtue of being truthful. This is extremely important in modern day society when so many people resort to unfair practices for temporary gains. Holi helps people to believe in the virtue of being truthful and honest and also to stand up against negativity.



Also the tradition of holi is that even enemies turn friends on holi and forget any ill feeling.

***Holi helps to
bring society
together and
strengthens
the secular fabric
of our country.***

It is celebrated by almost all communities in India. Radio Madhuban also celebrated holi in a joyous way for almost 1 week by visiting local communities. Every day we visited different villages, we recorded their songs, especially, holi folk songs and aired them. A few people from the local community visited our studio and shared wonderful experiences of holi.

Interview with Captain Mahender Singh, Haryana



Captain Mahendar Singh served in the Indian Army for about 10 years and then self-retired to agriculture and organic farming.

Q. Sir, how did you get inspired to leave Army and take up agriculture?

Both army and agriculture are very important fields of the country. My motherland called me and I joined the army for the protection of my country and when the fields wanted me, I took to agriculture. In both cases, I would say, I wanted to serve my motherland in the best possible way.

Q. Given the facts that India is still in on the verge of transition from agro-economy to tertiary-economy, what is your message for Indian farmers?

For a very long time, chemical fertilizers and pesticides remained the basis of farming in India. And just around the time I took to agriculture, the use of these chemicals was at its apex and the production was progressively reducing and monetary input kept on increasing. More and more farmers ran into debts and suicides were an obvious result. Thus on realizing all these, I started practicing organic farming using earthworms and cow dung as manure and over a slow transition; I successfully converted a significantly large part of my field into an organic farm.

Q. Sir, what was the central idea behind this slow transition? Generally people quickly change their farming methods which decreases the yield of the field. For small farmers who depend only on a small plot for sustaining their families, this can further aggravate economic problems. Thus keeping the environment, nature and my financial feasibility, I decided for a slow transition. Otherwise it is very difficult to survive the economic repercussions of this transition to organic farming. The Govt. should support small farmers by providing subsidies for some period, to promote this transition

Q. Sir, why do we see more and more people buying organic products these days?

Everybody today is aware of the fact that chemically fertilized crops are poisonous and thus people prefer organic products more.

Q. Apart from agriculture, you also have an expertise in the field of health, hygiene and waste management in rural areas. So what do you have to say about Indian villages in this regard?

The most important problem is of lack of clean and affordable toilets. Though the Govt. is working on a lot of schemes but a lot remains to be done. For example, after a certain age girls feel awkward in defecating in open fields and thus they are forced to even drop out from schools at times. So a lot still needs to be done for providing these basic amenities.

And money is out of question in this matter because Govt. funds such projects and the panchayats itself can fulfill the basic requirements of their villages.

Q. Sir, how would you convince a rural man to understand the importance of using proper toilets?

It is very important to keep our country clean and hygienic. When

foreign tourists see people in India urinating anywhere and everywhere, they feel India is a big toilet. This spoils the image of the country. Moreover, in earlier days population was less, but now that the population has increased many fold, it is pertinent to set a balance between the number of toilets and the common public. Thus as a part of social responsibility, it is important for people to understand the need of proper toilets.

I thank Radio Madhuban for giving me this opportunity to spread my message to the common people.

Like the food, so the mind



Aashiyana has now become the food guide for the people of Sirohi. The team of Radio Madhuban was invited twice to a hotel to train chefs in cooking satwik bhojan. ***Pure vegetarian food prepared without using onion and garlic, in the memory of the Supreme God is the most healthy diet.***

Like the food, so the mind and so will be the body. Thus, if we think good while cooking, food will supply extra energy to the body and keep the mind fresh. The chefs were amazed by the results and loved cooking food in the satwik way. Their experiences were aired twice to benefit the community.

Live coverage Annual Sports Day USB Group of Collages



Live Coverage of Community Programme

The Great Youth Icon - Swami Vivekanand

12th January was celebrated as Swami Vivekanand Jayanti with great vigor and frolic in local schools of Sirohi.



Radio Madhuban visited two schools in the vicinity of the studio to celebrate this special day. Rajkiya Janjati Awasiya Vidyalaya (Govt. Senior Secondary Residential School) declared it as their official Career Day. The importance for discipline in life, moral values in shaping a good character was brought up. Some teachers also highlighted that a lot can be learned from listening to "Nayi Kiran" the morning show on Radio Madhuban. Students who were regular listeners of the show shared that the show had become a source of gaining general knowledge and useful information about the world. At the end of the program around 50 plants were planted in the school campus. Other topics like ill-effects of TV viewing and benefits of a good friend circle were also taken up. They were told the importance of discipline and punctuality in life. The whole program was aired live from the school and there was an overwhelming response from the community who appreciated the students for their courage. In another school our Radio Presenters interacted with the students about the importance of revolutionary ideas. The students of this great land of bravery - Rajasthan, were distinctly inspired and did not hesitate to even pledge their lives for their motherland.

Disaster management techniques and preparedness measures were also discussed as a part of the 'National Youth Day' celebrations.

Rally against Female Foeticide



In the 21st century, we see that women have progressed in all dimensions of life and even outshone men in several key areas. Yet female foeticide, in other words the killing of the unborn girl child, continues to be rampant in our society. To bring awareness and educate people against such a barbaric act, national newspaper Dainik Bhaskar took out rallies on 12th February 2012 with the theme "Beti Bachao". A lot of local school students showed active interest in the event. The Sports Wing of the Brahma Kumaris played an active role in organizing and conducting the proceedings. Radio Madhuban regularly educates the local community against several social evils and was privileged to be invited as the media partner for the live coverage of the event. Mr. Yadupati Singhania, President of the JK Cement Group, the CEO and team of Dainik Bhaskar, the devotees of Swaminarayan and several local officials were among those who were present to support the noble cause.

Celebrating the ancient art of Bhavai.

Promoting local art is one of the key objectives of Radio Madhuban. The traditional 'Bhavai' – a unique stage art form, performed with 'Bhava', meaning expression, at the Rajkiya Uchcha Prathamik

Vidyalaya, Danwav, Abu Road, was a great opportunity for Radio Madhuban to entertain the local community with some classic 'live' folk entertainment. The real meaning of the word Bhavai emerges from two words - Bhava and Aai. Bhava means universe and aai is mother, together it means mother of the universe, Amba. Exclusively performed by male members in various costumes and character forms.

The Art and Culture department of the Gujarat Government had sponsored some very famous Bhavai artists from Patan for the performance.

The art form with its subtle social criticism laced with pungent humour makes Bhavai a true reflection of our society. The style of music is always Hindustani interspersed with local tunes and the language is a blend of Hindi, Urdu, and Marwari. This predominance makes Bhavai unique among the traditional arts of India.

The chief guest for the occasion was Mr. Harish Chowdhary, Chairman of Nagar Samuday, Abu Road. BK. Bhopal, Manager, Brahmakumaris' Shantivan complex had consented to be the chief organizer while Sri Ashok Ram Ji, Block Education Officer, was the master of the ceremony. Mr. Narpat Singh, Principal of Govt. Upper Primary School, Danwav also graced the occasion by his presence.

Mount Abu Half Marathon

Physical fitness plays a crucial role in life. To celebrate and bring awareness about the need for good health, on Sunday, 19th February, a half marathon was organized by Rajyoga Education and Research Foundation (RERF) and the Sports Wing of Brahma Kumaris in association with Ahmedabad Distance Runner (ADR), Sirohi District Football Association and Sports promoting Group, Mt. Abu.

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The half marathon started from Hotel Hill View, Abu Road and the finish line was near Dr. Ambedkar Circle in Mt. Abu. The participants had to cover a distance of 21 Km in not more than 5 hours.



Radio Madhuban was the media partner and the entire event was aired live by the RJs. The event was co-sponsored by leading hotels, private travel agencies and senior citizen's group of Mt Abu. To take care of the participants, a mobile ambulance was made available by Global Hospital & Research Centre, Mt Abu. The Indian Air Force, Indian Army and Rajasthan police provided full security.

BK Shashi, National Coordinator-Sports Wing of Brahma Kumaris, BK Jayanti from London and Mrs. Kavita Karkare, wife of Late Mr. Hemant Karkare, IPS, Mumbai, were also present to boost the morale of the participants.

The event was very successful with good participation across all age groups. In the age group of 18-40 years, Mr. Sunil, Mr. Satish and Mr. Henric Westrin (Denmark) took the first three places with timings of 1.26 hr, 1.29 hr and 1.43 hr respectively. In the age group of 41-50 years, Mr. Dharmesh Kotari, Mr. Liyas Trivedi and Mr. Brajesh Kumar were the top three with timings of 2.08 hr, 2.17 hr and 2.18 hr respectively.

**Earth Hour at Radio Madhuban**

Earth Hour is a symbolic initiative organized by World Wide Fund for Nature (WWF), encouraging individuals, businesses and governments worldwide to turn off their lights for an hour to raise awareness about the need to take action on climate change. The event first took place in 2007 in Sydney where 2.2 million residents participated by switching off their lights. Now in its fifth year, it has spread to over 5,200 cities and towns in 135 countries.



Radio Madhuban on its part took this as an opportunity to create awareness amongst its listeners on the environmental challenges and what they could do to help conserve the environment. The initiative received an over-whelming response from the listeners, who called in to tell us what they do in their daily lives to contribute to the environmental cause. The whole show was done in complete darkness to celebrate the event. In a basic candle lit set up we did a two hour show shutting down our A/C, fans, lights, all electric equipment except the studio microphones and a single data processor in the studio. The team was so enthusiastic about the event that the afternoon RJ also joined the show in the very beginning of the programme.

A young caller of 9th std expressed his beautiful thought by saying that we should pollute less and seeing us, others would join in too. Another caller said she avoids using her vehicle and prefers to walk wherever possible. She called upon other listeners to do the same. A young teacher called in to tell us how he very enthusiastically campaigns amongst his students to do

their bit for the planet by planting trees.

Each and every brick is necessary in building a house, each and every thought builds our life and each and every effort to conserve the environment is necessary for saving our planet earth, for each and every individual has the potential to change the world. Dare to save the planet.

23rd Road Safety Week: 16th to 23 Jan 2012

A great deal of accidents on the road can be avoided by observing simple traffic rules. This is the message given by Brahma Kumaris RERF Transport Wing. This year Radio Madhuban participated in the Road Safety week from 16th to 23rd January in order to spread awareness about proper traffic guidelines and road safety precautions among the local community. Our team went to every nook and corner of Abu Road announcing slogans and talking to different people like truck and bus drivers, bus terminal officials and common people. They gave very important messages which were aired later on. Drivers and passengers suggested that poorly maintained roads not only cause accidents but also deteriorate the condition of vehicles and cause discomfort to passengers. Speaking about the facilities offered by the State Transport, the time-keeper of Rajasthan Roadways at Abu Road bus terminal informed that the government not only provides an alternative if a bus breaks down but also offers insurance and compensation to the families of drivers and the victims in case of an accident.

Great news for our listeners

In keeping with the demands of the community, Radio Madhuban has added some new shows to its schedule

Aap Ka Swasth Aap Ke Haath Main:

Now if you tune in to 90.4 fm on Sunday from 9-9:30 am, you will get all the information about health and hygiene from expert doctors along with first aid tips and quick remedies for health problems. The concept of the show lies in the fact that lack of personal hygiene leads to lack of community hygiene, thus resulting in big health issues and diseases.

Rhythm of Life:

Life is like music. Just like tightly tuned strings of instruments produce melodies, a disciplined routine is the key to a harmonious life. Based on this concept, this show in English talks about the basic loopholes and mismatches in lives of youth and discusses the method of coming back on track. Our guests and RJs will set the rhythm every Sunday from 12-1 pm.

Mehfil:

To revive the essence of Indian heritage, this show entertains listeners with Indian classical and folk music.

Every Sunday from 8-9 pm, our RJs take up a new element of the glorious Indian heritage. Poets, singers, instruments like sarangi and sarod, to dying arts of India, various aspects of our culture are explored and relished.

Looking forward to the opening of our new studio granted by the Ministry of Information & Broadcasting



Locals celebrating the 1st Anniversary of Radio Madhuban



Mera Gaon Mera Anchal, a community based program on Radio Madhuban