

**Benefits of SEWA Radio for a rural audience:**

- *The cost issue.* Radios are cheaper than televisions.
- *The mobility issue.* Radio can be listened to while working and moving, if necessary. And women laborers generally work for the majority of their day. So the broadcasting of entertaining and informational programming would become both an invaluable outlet for us to communicate as well as provide an invaluable medium for them to listen.
- *The population issue.* To reach hundreds of thousands of members within rural communities, no other form of communication is quite as effective as radio.
- *The sustainability issue.* For sustainability within SEWA, radio production is simpler and less expensive as compared to video production.
- *The cooperation issue.* The richness of oral tradition in India is flourishing. SEWA Radio has available to them local talents and skills from no where else but their very own listener base. This would bring SEWA's focus on women's empowerment to a full circle.

**Responses from some listeners:**

"I ritualistically sit with my husband, father-in-law and mother-in-law for each *Rudi no Radio* broadcast. And just like the sea waits for the waters of rivers, that is how I wait for each week's *Rudi no Radio* episode. When one's understanding increases, they move forward. And that is what I feel about your radio program. Everyday is a struggle for every individual, especially in the village areas, and one of the messages I hear from your program is about courage and strength. You have to be strong and brave in the face of adversity in order to move forward. *Kyaalo uchakar, aagar kuchkar.*" -Jotsnaben Thakkar, Anand Gujarat

"After listening to this week's episode, I realized that *Rudi no Radio* provides so many women a great resource to find employment. Rudiben's words give me the inspiration and courage to make things happen for myself ... *Rudi no Radio* is like water for its thirsty listeners." -Shilpaben Kanani, Bhavnagar Gujarat



**Indian Academy for Self Employed Women**

Krishna Bhuvan, Opp. Sakar-II, Ellisbridge, Ahmedabad 380 006, Gujarat, India.

Tel: +91-79-26577115 Fax: +91-79-26587708

Website: [www.radiosewa.org](http://www.radiosewa.org)

E-mail: [sewaacdy@youtele.com](mailto:sewaacdy@youtele.com)

All rights reserved @ Sewa Academy, Shri Mahila SEWA Trust. Reproduction in any form is illegal.



**"RUDINO RADIO"**

અસંગઠિત કામદારોના વિકાસલક્ષી કાર્યક્રમો, દેશ વિદેશની વાતો તેમજ ઘણી બધી માહિતી આપતો કાર્યક્રમ...

**રુડીનો રેડિયો**



ઇન્ડિયન એકેડેમી ફોર સેલ્ફ એમ્પ્લોયડ વીમેન  
રુડીનો રેડિયો  
પોસ્ટ બોક્સ નં. ૧૧૦૧૨,  
અમદાવાદ - ૩૮૦ ૦૦૬.

**"The most important thing in communication**



**SEWA Academy**

Within SEWA, the SEWA Academy has been the focal point for capacity building, communications and research efforts since 1991. And since then, we have found that communication plays a very crucial role in the development and struggles of poor, women workers. Communication services prove to be the backbone of SEWA's efforts in grounding and establishing the voices of her members. More importantly, communication serves to help mainstream the issues and achievements of poor women. From this, public opinion is formed in their favor, which in turn influences policy decisions.



**SEWA Communication**

SEWA has observed that many of its members avidly listen to the radio while they work, be it bidi rolling, incense stick making, stitching or weaving. The combination of low cost and wide reach makes radio an ideal medium of communication in developing countries. While the print medium requires literacy skills, the electronic medium requires computer skills, and the video/television medium requires a television, which is quite expensive, SEWA Radio's research has shown that the medium of radio is an untapped source of education and communication to even the remotest of villages in India.

**SEWA**

The Self-Employed Women's Association is a movement, rather than a program. Founded in 1972 in Ahmedabad, Gujarat, SEWA is both a trade union of poor women who earn their livelihoods in the informal economy. These are women who earn a living through their own labor or small businesses. They are the unprotected labor force of our country. Constituting 93% of the labor force, these are workers of the unorganized sector. Of the female labor force in India, more than 94% are in the unorganized sector. However, their work is not counted and hence remains invisible. SEWA has stepped ahead to bring this invisible work force to the mainstream of a globalizing market. Today, with a membership of almost 700,000, SEWA has crossed both state and national boundaries by being recognized as the first trade union of workers in the informal economy not only in India, but also around the whole world.



**is to hear what isn't being said." – Peter F. Drucker**

**Rudi no Radio**

In April of 2005, SEWA began its first community radio program, entitled *Rudi no Radio* (Rudi's Radio), a weekly 15-minute program produced and broadcast by employees of SEWA for a rural audience. In each episode, Rudiben is informally sitting and talking with local members of her village about things that affect them as women and as laborers. The program is symbolically named after our first member of SEWA who worked to spread our association's wings to rural areas. In that spirit, the program extends to the Ahmedabad-Vadodara area on *All India Radio-Ahmedabad (AIR-Ahm.)* airwaves, and gauging from listener response, we estimate that 500,000 listeners are tuning in weekly for the show.



The way our program is set up now, *Rudi no Radio* has completed its pilot program of 26 episodes on *AIR-Ahm.*'s airwaves. And because of our program's positive listener response, SEWA Radio renewed its contract with *AIR* to continue bringing *Rudi no Radio* to rural women. Each show has its own topic. For example, some of the topics we've covered so far include: nutrition, the importance of attaining insurance, summer diseases and prevention and water harvesting methods, just to name a few.

For one of our shows, entitled *Women's Power*, Jotikaben from the village of Bayad came to Ahmedabad to talk in the show about how women in her village took it upon themselves to fix broken hand pumps when the men refused to. Now that the men have seen it done, and much more, done by their very own wives, Jotikaben says that their husbands are more willing to listen to the women now than they were before. To bring to the forefront more women like Jotikaben and her friends, we plan to both increase the communication between SEWA Radio and listeners, as well as extend our air time to bring information of greater impact to the same rural sectors of Gujarat.

