

PRESS RELEASE, 23 September 2016

PPC AND GOVT OF UTTARAKHAND SIGN AN MOU

On Friday the 23rd of September 2016, the Disaster Management Department of Government of Uttarakhand and People's Power Collective, India, a registered Public Trust, signed a MoU to collaboratively explore and demonstrate the immense potential of Community Radio (CR) in the state, as a powerful medium for Awareness Building, Information Dissemination, and Community Participation in Disaster Management across all stages - pre, during and post disaster situations. The intended outcome is to establish a robust and sustainable multi-stakeholder Community Radio Driven Disaster Management Network across rural and isolated communities in the vulnerable hill state of Uttarakhand.

This collaboration will enable the set up of 5 new community radio (CR) stations, in a phased manner in the high risk districts of Uttarakhand [i.e. Chamoli, Bageshwar, Uttarkashi, Pithoragarh & Almora] where CR is yet to have an impact. The collaboration will be based on the facilitation, coordination, enabling & influencing capacity of the State's Disaster Management Department, while People's Power Collective [PPC] brings its experience in community engagement and capacity building at the grassroots including in Uttarakhand and the organisation's professional expertise in the field of Community Radio. Over the past 3 years PPC enabled the establishment and sustainable running of Community Radio (CR) Mandakini Ki Aawaz (MKA) 90.8FM in collaboration with the local CBO, MKA, in the disaster prone district of Rudraprayag. This is the District's first ever CR station.

The upcoming first phase, will see PPC actively fundraise towards the launch and execution of this initiative. The said MoU will further strengthen the ongoing efforts of the Government of Uttarakhand, to create greater awareness around Disaster Management and build more resilient communities across the state; a vision shared both by GoU and PPC.

For more information, please contact:

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