

2A. Case Study 1

Project Name: “Chala Skul Ku Jiba”
(Let us go to School)

Organisation: Radio Namaskar

Location: Puri District, Odisha

Project since: 2010

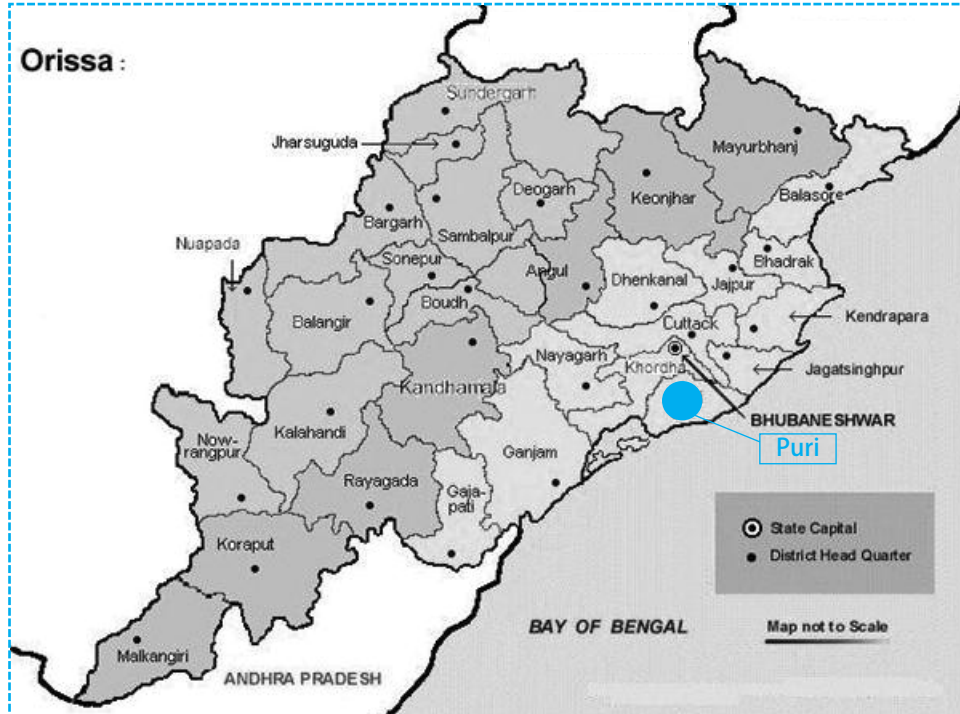
Project URL:
<http://radionamaskar.org>

The project, initiated in 4 blocks and surrounding areas in Puri District, Odisha, seeks to enrol school dropouts back to school. During situation analysis and listeners survey Radio Namaskar got regular feedbacks on massive dropout of school students especially girl students. To stop this trend, Radio Namaskar decided to start a new radio programme covering 72 listeners group. The first initiative was taken in July, 2010.

Description:

“Chala Skul Ku Jiba” (Let us go to school) is an initiative of Radio Namaskar, a community radio FM station.

To this effect, jingle was produced, broadcasted to motivate the parents to send their children to school. In the first month, the response was poor and not encouraging. Subsequently, a dedi-



cated mobile number was announced dedicated to the purpose. Interestingly, the response of listeners started growing each day. But it was one way communication. Respondents were informing the studio regarding the dropout students of their locality which was broadcasted through the community radio. Subsequently, software was integrated with radio programme through which a listener can ring anytime to the dedicated mobile number and can tell her/his view. Through this software and GSM gateway the dedicated mobile number (9040904904) for the listeners was spread. Now, when any listener rings the mobile number an automatic voice command goes to the dialler with request to inform regarding dropout students in their village/locality.

In this process the initiative took shape of a campaign and Radio Namaskar started broadcasting a special radio programme package of 30 minutes twice a week. Listeners started informing regarding dropout students from their mobile phones to the dedicated mobile number (through call and SMS). The recorded and SMS information were broadcasted through Radio Namaskar in special episodes. Further, live teleconference was conducted with listener, local school teacher/headmaster, school authority, local Panchayati Raj Institution (PRI) representative, school management committee members/leaders etc. When the dropout student/s returned to school thanks giving SMS were dispatched to all the mobile numbers in the database of the Radio.

The reason is to spread the good news with other listeners and citizens on the impact of a phone call/SMS which gives life (education is life) to a child.

Result: So far with the above processes 165 schools in 4 blocks (Gop, Nimapara, Astarang and Kakatpur blocks) in Puri District declared as ZERO DROPOUT SCHOOL by the local administration.

Project Strength, Weakness, Improvisation & Scalability

1. The project 'Let us go to School' involves the participation of the community to a great extent especially the listening community of Radio Namaskar Community Radio. There are 72 listeners groups that aided the project. The project is decentralized in nature and has wide space of community participation, inputs, response, feedback and engagement.
2. The project has already been implemented covering 165 schools, which mean it is a scalable project.
3. Project like this is about hyper locality (serving local community in dedicated manner) that needs scalability
4. The project has scope and relevance in partnership with other localized zones. Partnership with government departments like education will be a value addition and help in scalability.
5. There should be incorporation of offline follow-ups. Community ownership needs to be moderated.