

# Mandakini Ki Awaaz-Erasing Biases, Mobilising Rudraprayag: The Citizen Radio of Uttarakhand

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## ABSTRACT

In an age where social media is being harnessed to divide by manipulating opinions and manufacturing hoaxes there exists the Citizen Radio that seeks to employ collective grassroot intelligence to create a better citizen and a stronger India. This study focuses on such a community initiative to democratise platforms of communication exchange and make it possible for the marginalised to be audible.

The research studies the qualitative impact of the collaborative effort of Peoples Power Collective (PPC) and Community Radio -Mandakini Ki Awaaz (MKA) in the Rudraprayag sector of Uttarakhand from 2014 to the current. A phenomenological approach was used to study primary and secondary data from the catchment area of 12 villages that included audio - video clips and semi structured interviews. Data was gathered to understand embedded training practices together with soft touch business approach of People's Power Collective and the impact of the bottom up social mobilisation spearheaded by the participatory journalism of Mandakini Ki Awaaz.

The findings establish the efficacy of PPC's training model worthy of emulation in human resource development. The MKA radio station in the sample sector, has made it possible to bring a tectonic shift in attitudes towards caste, environmental management and gender parity besides opening new avenues of livelihood made possible through an equitable blend of native wisdom and modern inputs. It has demonstrated that in this digital era the traditional radio is still an instrument of community reform and development. It is recommended that such grass root initiatives are replicated in different parts of the country with investment incentives.

**Key words:** Citizen Radio, Marginalised, Audible, People's Power Collective, Mandakini Ki Awaaz, Embedded Training, Participatory Journalism

In the age of new media, where opinions can be influenced and facts