

## **RADIO SAVES LIFE**

### **Help to setup permanent Disaster Emergency Community Radio**

#### **Project Summary:**

The project will set up permanent community radio which will act as Emergency Radio in Cuddalore District. The temporary Emergency Radio setup by SARANALAYAM Trust (Reg. No. 58/2003) in Cuddalore Collector Office is the India's First Emergency Radio which is Cuddalore Emergency Radio 107.8 MHz. The proposed new Community Radio will be a permanent Radio to help the people of Cuddalore District, Tamilnadu which is a disaster prone district.

#### **What is the problem?**

Cuddalore District is vulnerable to disaster. Every year, people of Cuddalore are affected by flood, cyclone. 2004 December 26, tsunami killed a total of 610 people, including 214 children, 214 others were injured, 38 went missing and on the whole, 99,704 families were affected in one way or the other. There is no mass communication media to alert them locally for life saving timely information. When disaster strikes, there comes power failure. So the existing mainstream media will be ineffective to reach the people.

#### **How will this project solve the problem?**

The simple community radio will help the reach the people with local specific information on the time so as this will save human loss and property loss. Every household will be given an emergency radio receiver kit which has crank option while will charger the radio receiver with worst condition of power failure for days together and people still can listen to radio for life saving important announcements.

### Potential Long-term Impact:

This project of using community radio to empower community will result in Disaster Resilient community where people are educated on Disaster Preparedness, Disaster Relief and Disaster Mitigation. The project supports to establish a permanent community radio station for Cuddalore. The temporary Cuddalore Emergency Radio 107.8 MHz setup by Saranalayam Trust at District Collector's Office helped the people during flood in 2015. There is need for permanent radio for disaster prone Cuddalore District.

How much it would cost to set up?

Sr.No	Requirement	Amount (USD)
1	Transmission, Studio Equipment, Commissioning Charges including Tax	\$ 30600
2	Mast / Tower to host antenna	\$ 7600
3	Studio Acoustics treatment	\$ 6100
4	Licensing, Royalty fees	\$ 1500
5	Building for radio station	\$ 29200
	Total	\$ 75000

How much it would cost to operate?

Sr.No	Details	Amount (USD) per annum
1	Manpower cost	\$ 22000
2	Recurring Cost (EB, telephone, Internet, travel)	\$ 5200
	Total	\$ 27200

Conclusion:

This radio will reach around 400000 people. More people are reached using mobile and Internet radio streaming and podcast. The operating cost of radio partially covered by the advertisements. This radio will engage ordinary citizen with information relevant to the local need and save life by providing lifesaving information when every other communication fails during disaster. People of Cuddalore District especially the Children, Women, Aged people and differently abled persons who are vulnerable to disaster and they defiantly need special attention. This radio could be one their support and this radio helps the community to be disaster resilient and also effectively saves life.

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