

Radio Serial (52 Episodes) on Sustainable Development

Chalti Rehe Zindagi (Hindi)

&

Life Must Go On (English)

On Air from June 4, 2017 (Every Sunday)

“Be a committed listener and get a chance to get a workbook on theme sustainable Development”.

Vigyan Prasar in fulfillment of its science popularisation mandate has produced a 52 episode radio serial on theme Sustainable Development which will be aired from 4th June 2017 every Sunday in Hindi (9-10 - 9.40 Am) and English ((10 to (40 PM). The serial will be subsequently broadcast in 17 regional languages. For listing the serial, kindly contact your nearby AIR Station for the exact schedule date and time. You may also visit the website of VP for more details. The serial over a period of one year will cover five broad segments i.e. Understanding and Ensuring Sustainability, Sustainable Energy for All, Universal access to Potable Water to All, Natural Resource Management for Sustainability and Ensuring Sustainable Cities & Safe Human Settlements.

The listeners will also have an opportunity to participate in the radio serial either answering the questions which will be asked at the end of each episode or asking any general question(s) related to the above-mentioned theme. The question will be asked at the end of each segment by the panel of eminent experts. The luck winners of listeners for answering the questions and whose question(s) has been accepted by the experts for the reply, will be given a colourful workbook on the subject comprising additional information on the subject in a play-way mode.

The theme of this yearlong serial is quite relevant as sustainability is now the overarching mantra for all developmental planning that integrates social economic and environmental aspects. Sustainable Development (SD) is, therefore, a common agenda across nations and regions. It is now well known that the SDG have been redefined along 17 major thrusts. While 2030 is a chronological boundary, it is essential to create and sustain the momentum of intended transitions through well-defined stakeholder engagement. Goal number 04 of the guiding document on SDGs (UNDP) refers to “... inclusive and equitable quality education and promote lifelong learning opportunities for all”. The serial is a step towards that end.

Through this programme, VP expects that the much-needed awareness about the goals and related approaches including insights about the roles individuals have to play will be created through an engagement process. This is aligned with the science popularization agenda it has set for itself. Importantly the proposed intervention is timely since it is right at the start of the re-defined phase; especially with the above cited NITI Ayog statement.

The five major objectives of the proposed radio serial are

- (1) Create awareness about the 17 goals;
- (2) Highlight the science and scientific thinking facets of the goals in a simple manner; substantiated with facts and applications of science; to strengthen the appeal and call for collective action;
- (3) Optimize on the reach radio provides

(4) Importantly bring several prominent specialists on science, technology and planning to speak about the spread and depth of implications of sound knowledge and the inevitable role we all have to play to contribute to the intended benefits &

(5) Vigyan Prasar will derive the best out of its experience through the radio through engagement with experts and dedicated listener groups in addition to the large nation – wide reach it can achieve; as always.

So don't forget to switch on your radio on June 4, 2017 at 9.10 AM or PM