

From Information To Knowledge  
And Action

# Shubh Kal

We change with climate change



Development Alternatives



Environmental Planning & Coordination Organization  
EPCO



Institute of  
Development Studies



KING'S  
College  
LONDON



第三极  
the third pole



Development  
Alternatives



Climate & Development  
Knowledge Network

## About the participant groups

**Environment Planning and Coordination Organization (EPCO), Government of Madhya Pradesh** is registered under the Housing and Environment Department of the Government of Madhya Pradesh. It connects government as well as non-government agencies in solving environmental problems. <http://www.epco.in/>

**The Institute of Development Studies (IDS) at the University of Sussex, UK** is a leading global organisation for research, teaching and communication on international development. It acts as a development research and knowledge hub, connecting and convening networks throughout the world. <http://www.ids.ac.uk/>

**Kings College London, Humanitarian Futures Group** - The Humanitarian Futures Programme (HFP), works to support organisations with humanitarian roles and responsibilities to effectively anticipate and prepare for long term future crises. [www.humanitarianfutures.org/](http://www.humanitarianfutures.org/)

**Third Pole Project** is a joint project of the Internews Earth Journalism Network and the bilingual environment news website chinadialogue.net that seeks to improve coverage of climate change issues in the Himalayan region and downstream. The Third Pole – based in New Delhi, Beijing, London and San Diego – designs curriculum and carries out media capacity building and training workshops for local and regional groups across Asia. [www.thirdpole.net/](http://www.thirdpole.net/)

**Development Alternatives (DA)** is India's leading civil society organization engaged in research and development. DA set up the first Community Radio in the Central Indian region of Bundelkhand. <http://www.devalt.org/>

### Supported by:

Climate and Development Knowledge Network (CDKN) supports decision-makers in designing and delivering climate compatible developments by combining research, advisory services and knowledge management in support of locally owned and managed policy processes. [www.cdkn.org](http://www.cdkn.org)

### Contact:

**Development Alternatives**  
B-32, TARA Crescent  
Qutub Institutional Area  
New Delhi - 110 016, India  
Tel: 91 (11) 2654 4100, 2656 4444  
Email: [ssrivastava1@devalt.org](mailto:ssrivastava1@devalt.org)

**Radio Bundelkhand**  
TARAGram, Orchha Tigela  
Orchha - 472246  
Dist. - Tikamgarh (M.P.)  
Tel: 07680 252826  
Mob: 094530 31216  
Email: [ashukla2@devalt.org](mailto:ashukla2@devalt.org)

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## Need for sharing knowledge

Despite extensive research, existing knowledge on how to adapt to the changing climate is fragmented and dispersed in India. New knowledge generated from research often fails to appropriately address the concerns of rural communities. This is on account of the following factors:

- Challenges in communicating science to communities in ways that are easily understood by them
- Inability to integrate traditional knowledge of the farmers by the scientific community
- Inadequate influence of voices from the ground in policy development

## Effects of communication gaps

Research shows that simple adaptation actions could greatly reduce the impacts of climate change. However, researchers and policy-makers are often poorly linked to communities and to each other. Therefore, farmers do not always make long term sustainable decisions but go for short term and quick money solutions which may actually turnout to be non-productive.

## Bridging the information gap

This project aims to strengthen community knowledge on climate change impacts and adaptation measures by facilitating the process of grassroots voices integrating into local scientific research and policy dialogue.

“Nature has enough for everyone’s need, but not for anyone’s greed.”

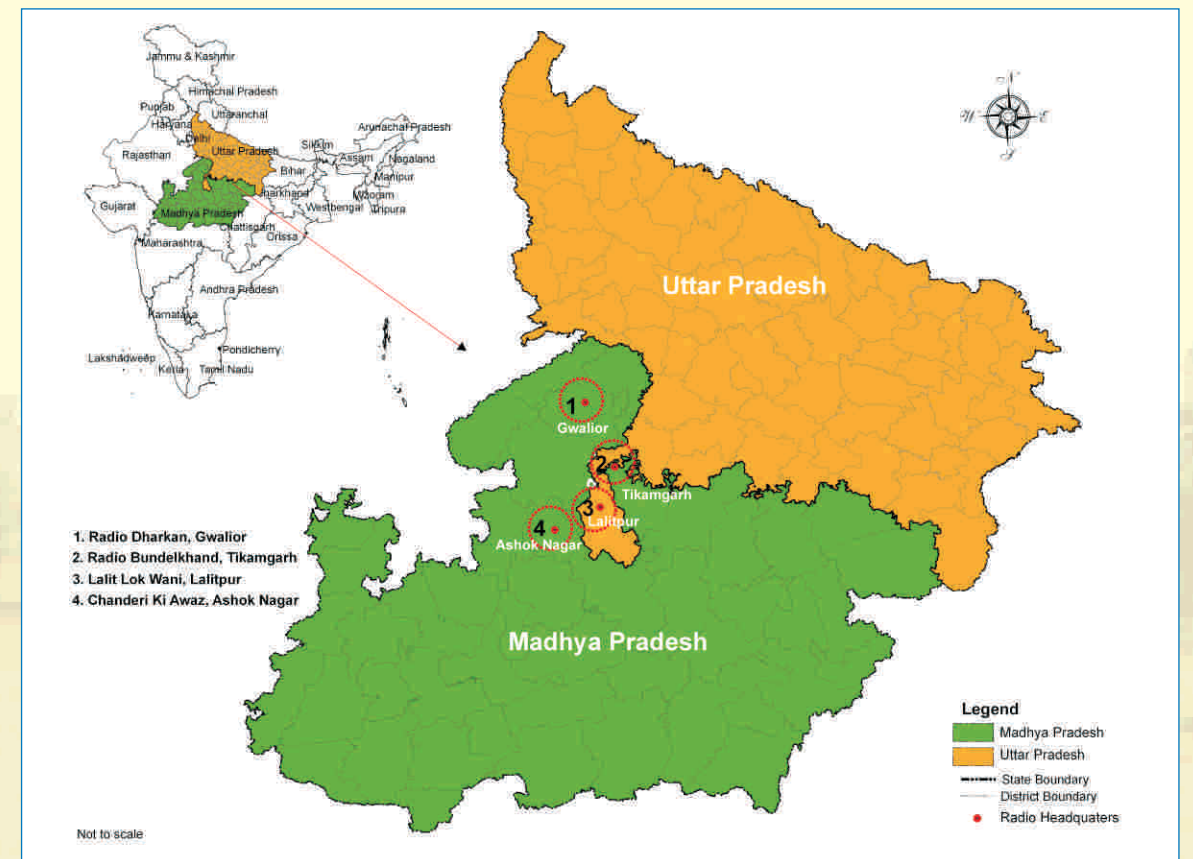
– Mohandas K. Gandhi

Shubh Kal is a campaign run by Development Alternatives to inform and educate the rural community of Bundelkhand regarding the risk of climate change and possible adaptation options.

With over 80% of the population dependent on agriculture, climate change is posing a growing threat to the livelihood security of the rural community in Bundelkhand. Increasing droughts and reducing crop yields are pushing people into extreme poverty.

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Map of the Community Radio Network in the Project Area



## Effective alternative communication mediums

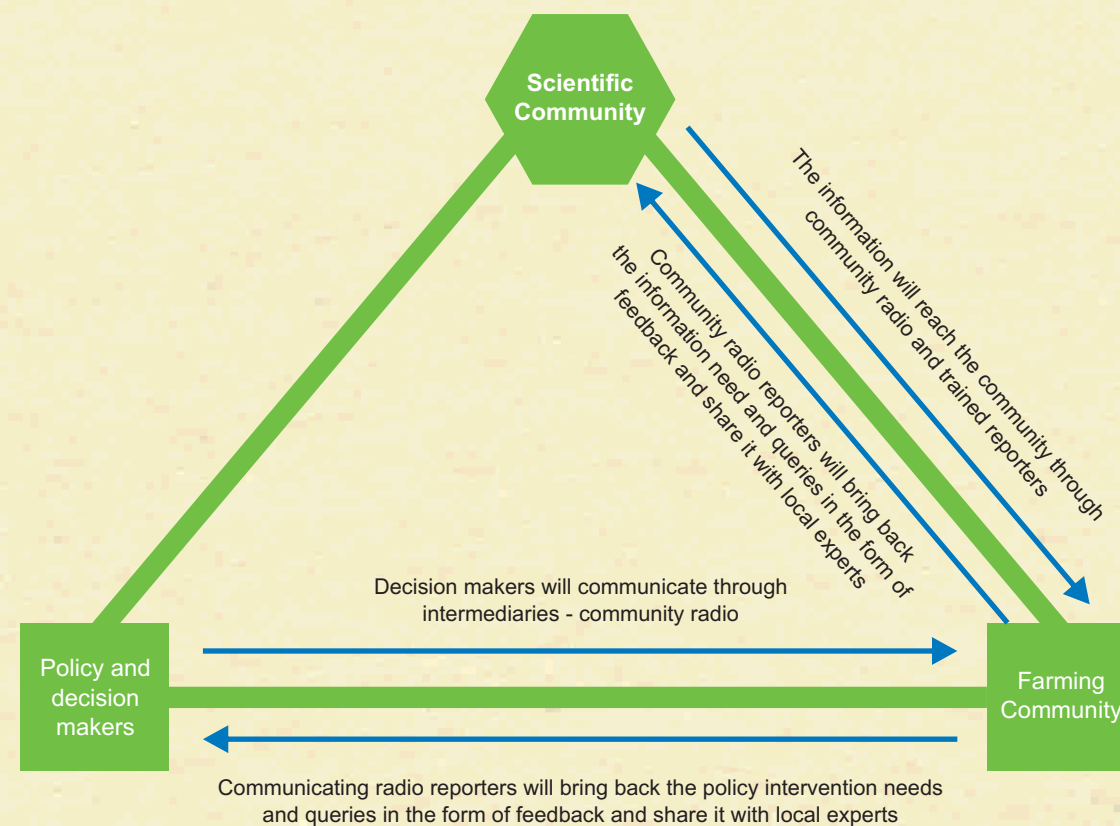
Radio is still the effective medium of communication in rural India. It is trusted and heard by communities. In the last five years, community radio has emerged as an effective alternative medium for creating a dialogue with communities.

This project will facilitate the engagement of the existing community radios of the region with climate change scientists to strengthen community voices in knowledge sharing for climate change adaptation.

The main objectives of this action research project are to:

- Strengthen the understanding of emerging climate science research amongst communities and communicators
- Increase the role of intermediaries in the form of community radios in linking community voices to scientific research and climate change policy

## Practice to Policy Connect



## The beneficiaries

New findings on the promotion of knowledge sharing for adaptation can help:

- *Local broadcasters:* understand, interpret and advocate for communities that are vulnerable to climate change
- *Local Communities:* understand how climate change increases their risk and ways to adapt
- *Scientists and Researchers:* understand community priorities and experiences with respect to climate change
- *Local Policymakers:* increase awareness on how climate change is impacting local development and the policy implication of these impacts.

Facilitating knowledge sharing between stakeholders will change the way science informs policy and community and vice versa.