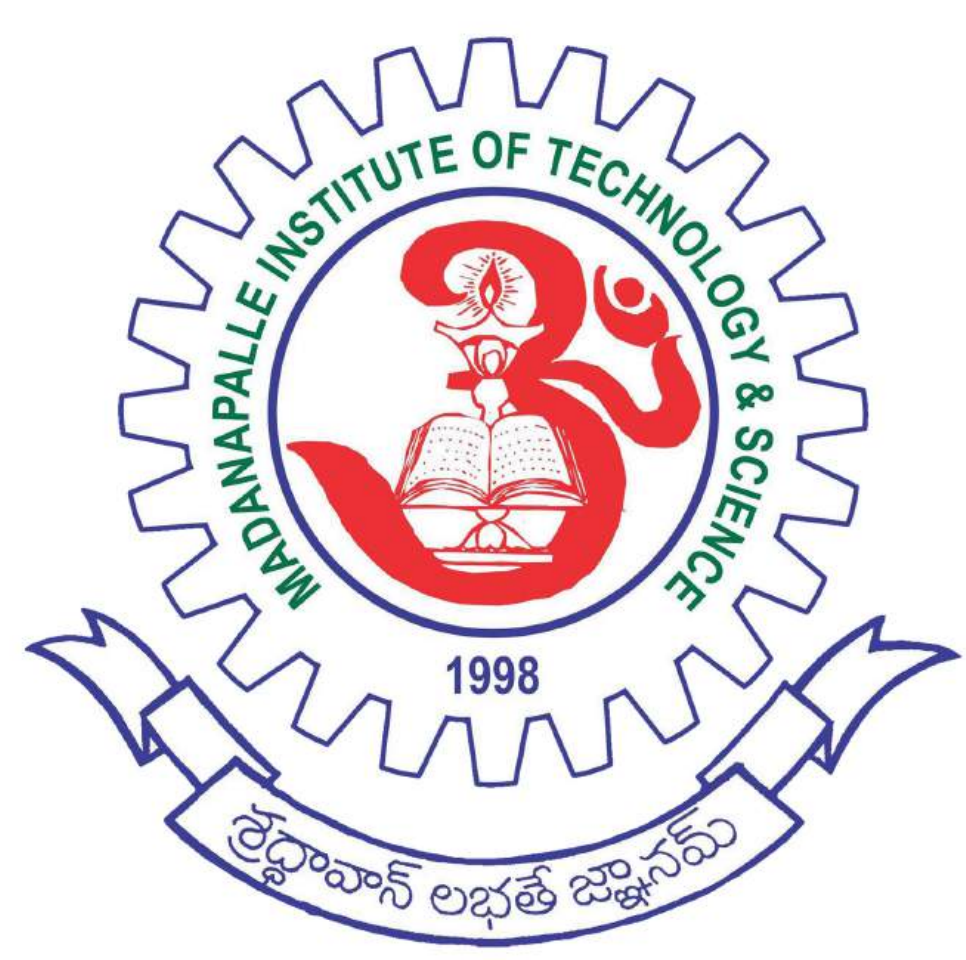




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MIT S

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

(Deemed to be University under section 3 of UGC Act, 1956)

Madanapalle-517325, Annamayya Dist., Andhra Pradesh, India.

MIT S Radio 90.8: Voice of the Community – Educate, Empower & Engage

Objectives:



- To educate, inform, and empower the local community through participatory radio
- To promote health, sanitation, education, and awareness among rural and semi-urban populations
- To support women empowerment, youth development, and farmers' awareness
- To act as a platform for community voices, cultural preservation, and social harmony
- To bridge the gap between academia and societal needs through integrated broadcasting and community outreach with MITS NSS and NCC Units.

MIT S Radio 90.8 MHz is Madanapalle's first community radio station, operating from Madanapalle Institute of Technology & Science (MIT S) Deemed to be University. It has emerged as a people-centric broadcasting medium, focusing on participatory communication, local content generation, and inclusive development. The station effectively integrates academic knowledge with community needs, thereby fostering a strong connection between the institution and society. MIT S Radio actively collaborates with the MIT S NSS and NCC units to strengthen community engagement through both voice and action.

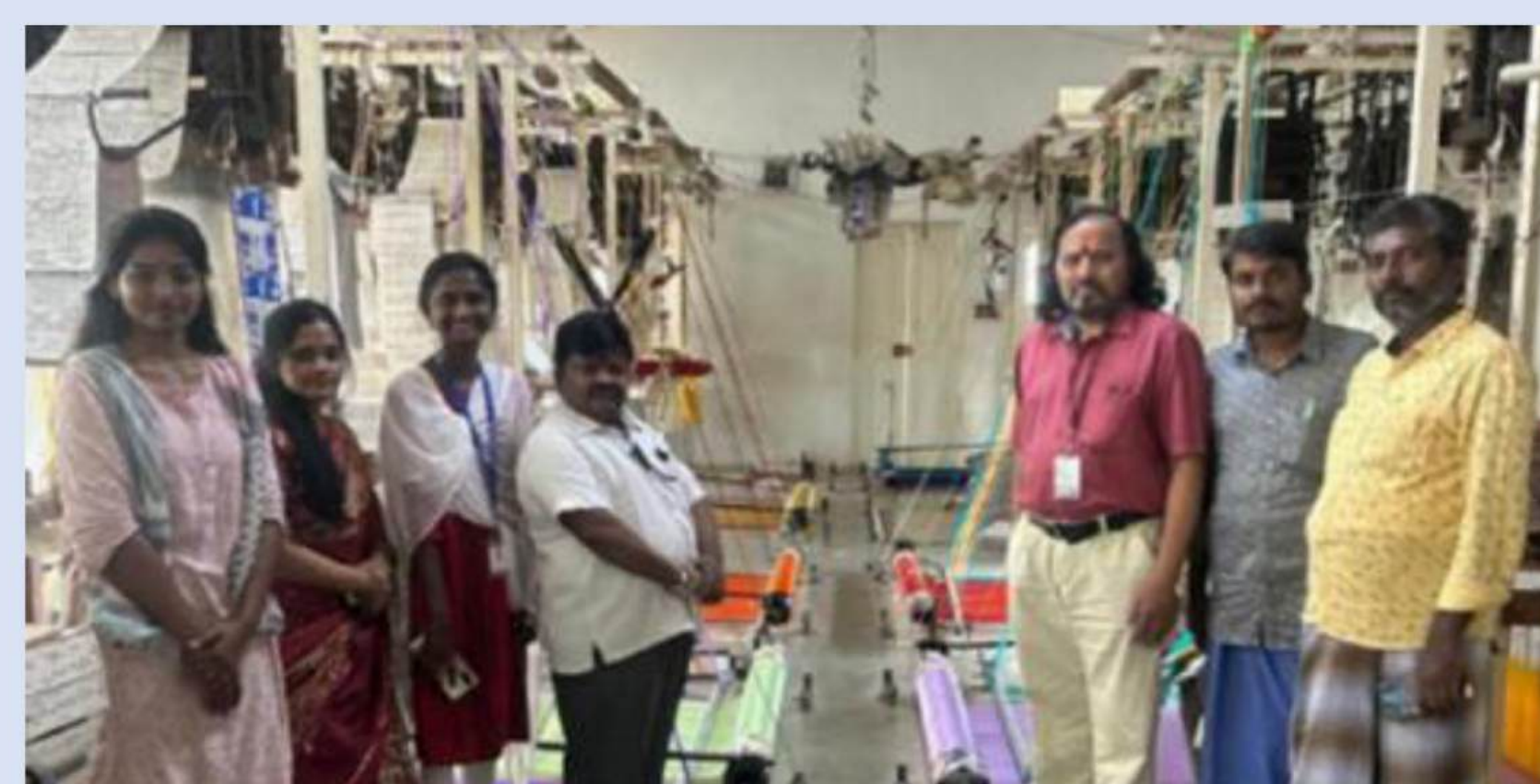
Implementation Process:

Community-Based Programs: Programs like *Maa Ooru*, *Pallelu Panta Seemalu*, *Mahilavani*, and *Charitralu Eroju* addressing heritage, agriculture, women empowerment, careers, and day's importance, ensuring locally relevant and need-based content.

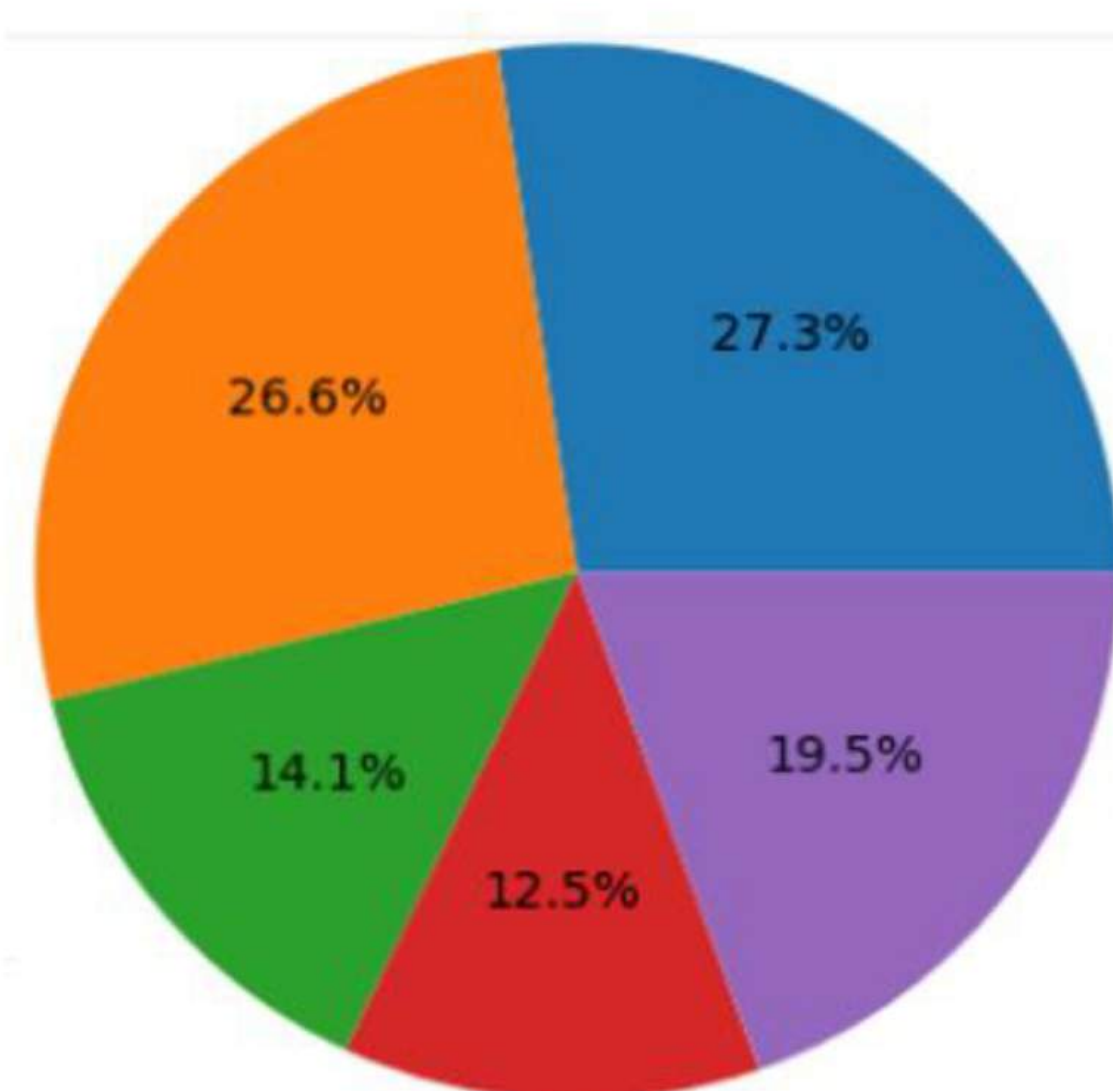
Field Outreach Activities: Village visits (*Mudivedu & Thettu*) and skill-based interactions (*Terracotta & Handloom artisans*) and educational sessions (*English learning & School engagement*) were conducted to directly engage with the local community.

Awareness Campaigns: Constitution awareness programs with legal experts (*World Constitution Day*), Health & hygiene (*Nasha Mukh Bharat Abhiyaan* (NMBA) & *Doctor Interviews*), Government scheme awareness, and special camps are organized at nearby villages which is adopted under *Unnat Bharat Abhiyan* by MITS to deliver awareness programs on health, hygiene, education, and social issues, integrating on-ground activities.

Student Participation: Internships, live programs (*Hello MITS*), and skill development in broadcasting and communication (*Community Radio Technology Course*), enabling students to actively contribute to content creation and outreach initiatives.



Outcome:



- Enhanced awareness on education, health, and government schemes through integrated radio and field outreach activities
- Increased community participation and inclusivity, through village adoption initiatives
- Strengthened promotion of local culture, traditions, and indigenous knowledge systems
- Improved access to reliable information and learning resources in rural areas

~54% focus is on community-driven content (Agriculture & Community Engagement) – **SDG - 11**

~20% is dedicated to external engagement and outreach (Community Outreach) – **SDG - 17**

~14% is focused on women empowerment initiatives (Women Related Programs) – **SDG - 5**

~12% is allocated to health awareness programs (Health & Wellbeing Programs) – **SDG - 3**



Impact:



Listen MITS Radio 90.8 Programs

- 📡 Contributed to the achievement of Sustainable Development Goals (SDGs) through community-driven activities
- 👤 Enhanced awareness among women and children through health, education, and social welfare programs
- 🏠 Strengthened the bond between the institution and the community through participatory initiatives
- 🎓 Equipped students with practical skills in media, communication, and community engagement
- 👨‍🌾 Empowered farmers through agriculture-based programs & knowledge dissemination



Contact Information for Further Collaboration

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Scan the QR to Download MITS
RADIO 90.8 Android App: