




POLICY DOCUMENT OF MITS RADIO 90.8 MHz COMMUNITY RADIO STATION



Policy Title : Policy of MITS Radio 90.8 MHz Community Radio Station (CRS)
Policy Code : MITSU/CRS/POL/2025/01
Version No. : 01
Effective Date : 01/10/2025
Prepared By : Dr. E. Aravindraj, Technical Coordinator, MITS Radio 90.8 MHz CRS
Approved By : Registrar

1. Policy Metadata

Field	Details / Signature
Policy Title	Policy of MITS Radio 90.8 MHz Community Radio Station
Policy Code	MITSU/CRS/POL/2025/01
Version / Date	Version No.: 1.0 & 01/10/2025
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Approved by	 Dr. D. Pradeep Kumar, Registrar REGISTRAR Madanapalle Institute of Technology & Science (Deemed to be University) MADANAPALLE - 517 325, A. P.
Next Review Date	July 2027

2. Policy Preamble

2.1 Background and Context

MITS Radio 90.8 MHz Community Radio Station was established as Madanapalle's first licensed Community Radio Station under the Ministry of Information & Broadcasting, Government of India, to serve as a participatory communication platform for education, awareness, culture, and community development.

2.2 Statutory / Regulatory Basis

This MITS Community radio Station policy is framed in alignment with:

- Community Radio Policy Guidelines, Ministry of Information & Broadcasting (MIB), Govt. of India
- Grant of Permission Agreement (GOPA) conditions
- Wireless Operating License (WOL) conditions
- AICTE quality and outreach mandates
- NAAC quality benchmarks
- NEP 2020 outreach and experiential learning principles

2.3 Institutional Rationale

MITS Radio 90.8 MHz Community Radio Station has been established as an institutional platform to advance participatory communication, community engagement, educational outreach, and socially relevant broadcasting in accordance with the Community Radio Policy Guidelines of the Ministry of Information & Broadcasting, Government of India. The policy is necessitated to provide a structured governance framework for the operation, administration, content management, technical compliance, and outreach functions of the Community Radio Station.

3. Vision & Mission Linkage

3.1 Alignment with University Vision & Mission

- **Vision** – The Community Radio Station contributes to the realization of the University's Vision of creating globally competent professionals through community engagement and knowledge dissemination.
- **Mission** – The station supports the University's Mission through societal outreach, lifelong learning, and dissemination of knowledge to rural and underserved communities.

3.2 NEP 2020 Linkage

- **Experiential Learning** – MITS Radio offers students hands-on learning opportunities in content creation, script writing, audio production, interviewing, broadcasting, event coverage, and community outreach, enabling experiential learning beyond the curriculum.
- **Multidisciplinary Outreach** – The station promotes multidisciplinary learning by broadcasting programs related to science, technology, agriculture, health, entrepreneurship, culture, arts, literature, and social development, involving faculty and experts from various disciplines.
- **Skill-Based Learning** – Through active participation in radio production and media activities, students develop communication, presentation, leadership, teamwork, technical, and digital media skills that enhance their employability and professional competence.
- **Community Participation** – MITS Radio encourages active community participation by involving local stakeholders, government departments, NGOs, educational institutions, and community members in program planning, content generation, and knowledge sharing, in line with the participatory approach advocated by NEP 2020.

3.3 UN SDG Contribution

- **SDG 2: Zero Hunger** - The MITS Community Radio aims to raise awareness about food security issues, promote sustainable agricultural practices, and contribute to efforts that eliminate hunger and ensure access to nutritious food.
- **SDG 3: Good Health and Well-Being** - The radio station plays a role in promoting health and well-being by providing information on healthcare, disease prevention, healthy living, and supporting initiatives that improve the overall well-being of the community.
- **SDG 4: Quality Education** - The MITS Community Radio emphasizes the importance of quality education and strives to provide educational content, awareness programs, and initiatives that support equal access to education for all.
- **SDG 5: Gender Equality** - The radio station actively promotes gender equality, highlights gender-related issues, advocates for women's rights, and creates a platform for discussions and awareness about gender equality in the community.
- **SDG 8: Decent Work and Economic Growth** - The MITS Community Radio focuses on promoting decent work, sustainable economic growth, entrepreneurship, and initiatives that enhance livelihood opportunities for individuals and communities.
- **SDG 13: Climate Action** - The radio station is also committed to raising awareness about climate change issues, promoting sustainable practices, and encouraging actions that contribute to climate mitigation and adaptation.

4. Objectives

- **Promote Community-Centric Broadcasting** – MITS Radio is committed to serving the information, education, and entertainment needs of the local community by providing relevant, inclusive, and participatory radio programming that reflects local aspirations, culture, and developmental priorities.
- **Disseminate Educational, Social, and Developmental Content** – The radio station actively broadcasts educational programs, expert talks, awareness campaigns, government initiatives, and social development content to enhance knowledge, improve quality of life, and support informed decision-making among listeners.
- **Strengthen Rural Outreach and Participatory Communication** – MITS Radio serves as a bridge between institutions and society by facilitating dialogue with rural communities, local stakeholders, government agencies, and community organizations, thereby encouraging participatory communication and grassroots development.
- **Provide Media Training Opportunities for Students** – The station functions as a practical learning platform where students gain hands-on experience in content development, script writing, audio production, interviewing, broadcasting, and media management, thereby enhancing their communication and professional skills.
- **Ensure Regulatory Compliance and Ethical Broadcasting** – MITS Radio adheres to the guidelines of the Ministry of Information & Broadcasting and follows ethical broadcasting practices by ensuring accuracy, inclusivity, social responsibility, and compliance with community radio regulations.

5. Scope

This policy shall apply to the governance, administration, technical operations, content management, community outreach, and regulatory compliance activities of MITS Radio 90.8 MHz Community Radio Station. It shall be applicable across all Schools, Departments, Centres, and Units of the University that engage with or support the functioning of the Community Radio Station, including faculty, staff, student contributors, program personnel, technical teams, and associated community stakeholders.

The scope of this policy includes broadcast planning, content generation, technical maintenance, documentation, outreach activities, statutory compliance under the Ministry of Information & Broadcasting, and all activities undertaken in fulfillment of the objectives of the Community Radio Station.

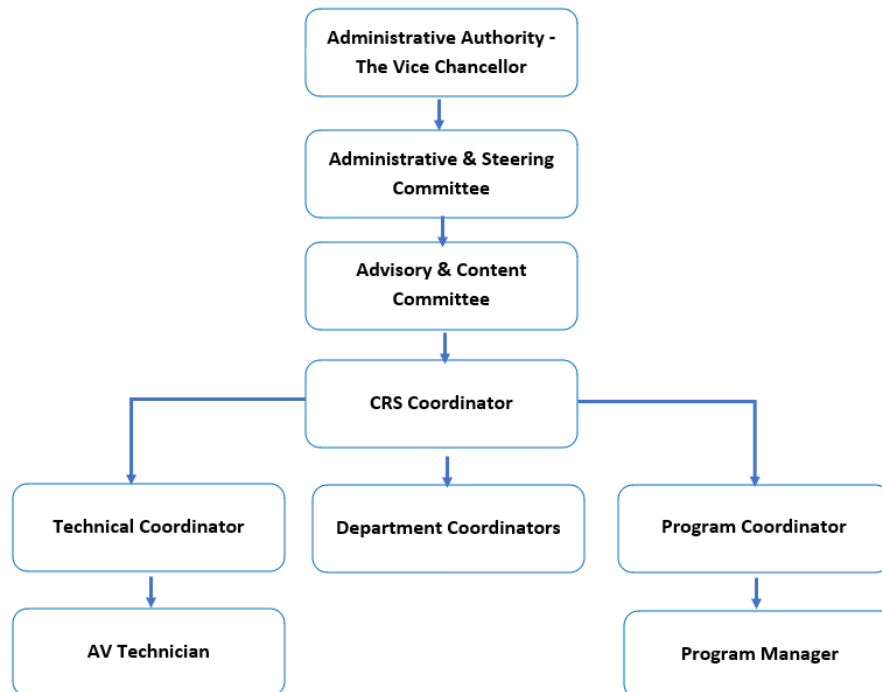
6. Definitions

- **Community Radio Station (CRS):** The Community Radio Station established and operated by Madanapalle Institute of Technology & Science (MITS) to serve the educational, social, cultural, and developmental needs of the local community through participatory broadcasting.
- **Organic Content:** Original programs developed, produced, and broadcast by MITS Radio, involving students, faculty members, community representatives, local experts, government officials, and other stakeholders, focusing on local issues, education, culture, health, agriculture, and community development.
- **Q-Sheet:** The official daily broadcast schedule maintained by MITS Radio that specifies the timing, sequence, duration, and details of all programs, announcements, advertisements, public service messages, and special broadcasts.
- **Policy Owner:** The designated authority within MITS Radio, typically the Station Coordinator, Technical Coordinator, or other authorized official, responsible for the implementation, monitoring, review, and compliance of the respective policy or operational procedure.
- **Broadcast Compliance:** Adherence by MITS Radio to the Community Radio Policy Guidelines, Grant of Permission Agreement (GOPA), Programme and Advertising Codes, Ministry of Information & Broadcasting (MoI&B) regulations, and other applicable statutory requirements governing community radio broadcasting.
- **Stakeholder:** Any individual or organization associated with or benefiting from MITS Radio activities, including students, faculty members, administrative staff, local community members, listeners, government agencies, NGOs, subject experts, volunteers, and funding/support organizations.
- **Review Cycle:** The defined interval at which MITS Radio policies, operational procedures, broadcast practices, and compliance documents are formally reviewed and updated to ensure effectiveness, relevance, and alignment with regulatory requirements.

7. Policy Statement

MITS Radio shall operate as a non-commercial, participatory, educational, and community-driven broadcasting platform in accordance with statutory guidelines and institutional values.

8. Organizational Structure, Governance & Composition



- **Administrative Authority:** The Vice Chancellor serves as the apex administrative authority for MITS Radio, providing strategic direction, institutional oversight, policy approval, and support for the effective functioning of the Community Radio Station.
- **Administrative & Steering Committee:** A committee responsible for overall governance, policy implementation, strategic planning, resource allocation, regulatory compliance, and monitoring the operational performance of MITS Radio.
- **Advisory & Content Committee:** A multidisciplinary committee that provides guidance on program planning, content development, community engagement initiatives, quality assurance, and adherence to Community Radio Programme and Advertising Codes.
- **CRS Coordinator:** The designated officer responsible for the overall coordination, administration, regulatory compliance, stakeholder engagement, and day-to-day management of MITS Radio operations.
- **Technical Coordinator:** Responsible for the operation, maintenance, and management of studio, transmission, recording, editing, broadcasting, and IT infrastructure to ensure uninterrupted and quality broadcasting services.

- **Program Coordinator:** Oversees the planning, scheduling, development, and execution of radio programs while ensuring alignment with the objectives of MITS Radio and community needs.
- **Program Manager:** Responsible for managing daily broadcast activities, maintaining program schedules (Q-Sheets), coordinating content production, and ensuring timely execution of approved programs.
- **Department Coordinators:** Faculty representatives from various academic departments who facilitate departmental participation in content creation, expert talks, educational broadcasts, and student engagement activities.
- **Student Volunteers:** Students actively involved in content creation, script writing, interviewing, recording, editing, anchoring, event coverage, and community outreach activities as part of experiential learning and skill development.

9. Terms of Reference (ToR)

- **Objectives** - To educate, inform, and empower the local community through participatory radio
- **Functions** - Content planning and broadcast, Community outreach programming, Compliance monitoring, Reporting and documentation
- **Reporting Hierarchy** - MITS Radio reports to the Administrative & Steering Committee through Registrar
- **Meeting Frequency** - Quarterly

10. Roles & Responsibilities

10.1 CRS Coordinator

The CRS Coordinator shall provide overall administrative leadership, policy oversight, and strategic direction for the functioning of the Community Radio Station.

Responsibilities:

- Oversee the overall functioning and governance of MITS Radio 90.8 CRS in alignment with Ministry of I&B guidelines and institutional policies.
- Ensure compliance with statutory requirements related to GOPA, Wireless Operating License (WOL), programme code, advertisement regulations, and other regulatory mandates.
- Maintain oversight of all licensing documents, stock registers, statutory records, permissions, and monitor validity/renewal timelines.

- Review programming activities, outreach initiatives, guest interactions, field engagement reports, and overall station performance.
- Monitor monthly and annual targets related to organic content generation, community participation, outreach activities, and listenership growth.
- Coordinate with Department CRS Coordinators to achieve institutional and community engagement targets.
- Supervise and facilitate GOPA renewal processes and related Ministry correspondence.
- Promote resource mobilization, institutional collaborations, and socially relevant broadcasting initiatives.
- Submit periodic performance reports to the Registrar/Competent Authority/IQAC as required.

10.2 Technical Coordinator

The Technical Coordinator shall be responsible for technical operations, broadcast continuity, and regulatory compliance related to transmission infrastructure.

Responsibilities:

- Ensure proper functioning, preventive maintenance, and fault management of transmitter systems, studio equipment, antenna systems, and allied broadcast infrastructure.
- Monitor transmitter performance parameters, logs, technical uptime, and equipment service schedules.
- Oversee maintenance and calibration of RF, microwave, and studio components used in broadcasting.
- Ensure uninterrupted transmission as per licensed technical parameters approved by WPC and Ministry norms.
- Coordinate timely renewal/compliance requirements related to technical licenses and permissions.
- Maintain technical inventory records and supervise equipment safety and usage.
- Support technical training for students and staff engaged in broadcasting operations.
- Coordinate contingency and backup preparedness for uninterrupted broadcasting.

10.3 Program Coordinator

The Program Coordinator shall be responsible for program planning, scheduling, content quality assurance, and monitoring compliance with approved broadcast policies.

Responsibilities:

- Oversee development, scheduling, and quality control of programs produced and broadcast through the CRS.
- Ensure all programs adhere to approved Q-Sheets, daily schedules, community radio content guidelines, and Programme Code of Ministry of I&B.

- Review thematic relevance, social appropriateness, and educational value of content before broadcast.
- Coordinate student content creation schedules through Department CRS Coordinators.
- Monitor field recordings, outreach-based programming, guest interviews, and community-generated content.
- Verify maintenance of program reports and documentation of broadcast activities.
- Promote participatory programming and ensure inclusion of community voices.
- Submit periodic program activity reports and impact summaries.

10.4 Program Manager

The Program Manager shall manage day-to-day broadcast execution, content generation, and operational implementation of programming activities.

Responsibilities:

- Create and manage broadcast content strictly in accordance with Community Radio Policy Guidelines and approved station programming framework.
- Prepare and execute daily broadcast schedules and maintain transmission logs, timing records, and broadcast continuity records.
- Ensure implementation of approved Q-Sheet programming without deviation.
- Assist and mentor students in content creation, anchoring, scripting, and professional presentation techniques.
- Conduct and facilitate at least one field visit/outreach-based recording activity per week, subject to programming requirements.
- Strengthen community participation by involving local stakeholders, experts, and listeners in programs.
- Explore permissible avenues for sponsorship/advertisement support within Ministry norms and support initiatives for listenership growth.
- Maintain minimum archival backup of 100 hours of radio programming or as prescribed by policy requirements.
- Support live and phone-in programs and listener engagement initiatives.

10.5 AV Technician

The AV Technician shall support technical production, editing, media archiving, and operational execution of broadcast and related media activities.

Responsibilities:

- Undertake audio editing for radio programs and video recording/editing for educational and outreach content.
- Maintain and organize the Radio Library, digital archives, program files, and backup repositories.
- Maintain transmitter operation logs, changeover logs, and associated technical records.
- Maintain student participation logs, studio usage records, and footfall documentation.

- Support stock filing, license document filing, and technical documentation management.

10.6 Department CRS Coordinators

Department CRS Coordinators shall act as the nodal representatives of their respective departments for coordinating academic, student, and outreach activities related to MITS Radio 90.8 MHz Community Radio Station, while supporting institutional broadcasting objectives and community engagement initiatives.

Responsibilities:

- Coordinate with the Program Coordinator to identify, schedule, and facilitate student participation for content creation as per the daily program schedule of MITS Radio.
- Encourage and mobilize student contributors from the department for radio programs, discussions, awareness content, interviews, and other participatory broadcasting activities.
- Maintain records of student participation, attendance, and engagement in radio-related activities, and monitor the extent of student involvement periodically.
- Support and promote faculty participation in digital content creation by facilitating the recording of e-content video lectures at MITS Radio/Media Centre and monitor compliance with the target of at least two video lectures per faculty member, in alignment with PBAS digital content creation requirements.
- Monitor monthly activity reports circulated by MITS Radio and support the achievement of departmental and institutional targets related to content contribution, outreach, and participation.
- Communicate in advance details of departmental events, invited guests, academic programs, and special activities to the Community Radio Station for announcements, coverage, interviews, or guest engagement, and ensure timely compliance with this requirement.
- Coordinate with faculty, students, and CRS officials to identify department-specific content themes aligned with educational, social, and community needs.
- Support dissemination of radio-related activities, promotional initiatives, and outreach programs within the department to improve visibility and listenership.
- Monitor and encourage students and faculty members of the department to install and actively use the MITS Radio Mobile Application (Android/iOS), promote regular listening habits, and support initiatives aimed at increasing audience reach and listenership of the station.

11. Functions of the Cell

- **Educational Broadcasting:** MITS Radio disseminates educational content through expert lectures, academic discussions, career guidance programs, skill-development sessions, and awareness campaigns that support lifelong learning among students and the community.

- **Agriculture and Health Awareness Programming:** The station broadcasts programs on modern agricultural practices, sustainable farming, government welfare schemes, preventive healthcare, nutrition, sanitation, and public health awareness to improve community well-being.
- **Women and Youth Empowerment Programs:** MITS Radio provides a platform for discussions on women empowerment, entrepreneurship, leadership, education, employability, and youth development, encouraging social inclusion and community participation.
- **Disaster and Public Service Announcements:** The station disseminates timely information related to disaster preparedness, public safety, government notifications, emergency alerts, and community welfare initiatives in the public interest.
- **Community Field Visits:** MITS Radio regularly conducts field visits to villages, educational institutions, government offices, self-help groups, and community organizations to identify local issues, document success stories, and develop community-driven content.
- **Community Outreach Campaigns:** The station actively participates in awareness campaigns, special drives, and outreach programs related to education, health, environment, digital literacy, social welfare, and national development initiatives.
- **Phone-in LIVE Programs:** Through interactive live programs such as "Hello MITS", listeners are provided with opportunities to directly interact with experts, faculty members, government officials, and community leaders, fostering two-way communication and public engagement.
- **Employment News:** MITS Radio broadcasts employment-related information, competitive examination updates, career opportunities, skill-development initiatives, internship notifications, and entrepreneurship guidance to support youth employability.
- **Mann Ki Baat and Science on Radio:** The station relays nationally significant programs such as Mann Ki Baat and produces science-based educational broadcasts that promote scientific temper, innovation, technology awareness, and informed citizenship among listeners.

12. Standard Operating Procedures (SOPs)

12.1 Preliminary Requirements:

- MITS Radio 90.8 CRS must be operated by a 'non-profit' organization with a demonstrated record of at least three years of community service.
- The CRS shall serve a specific, well-defined local community.
- Ownership and management structure must reflect the community's composition.

- Programs should address the educational, developmental, social, and cultural needs of the community.
- MITS Radio 90.8 CRS shall operate under Madanapalle Institute of Technology & Science (MITS), a Deemed-to-be University recognized by the University Grants Commission (UGC), and shall comply with all eligibility requirements prescribed under the Community Radio Policy Guidelines.
- Private institutions/organizations must obtain recommendations from the District Administration and site security clearance for sensitive areas.

12.2. Application and Clearance:

- Applications shall be submitted through the Broadcast Seva Portal along with all prescribed documents and statutory clearances.
- Include all required documents and a processing fee of Rs. 2500/-.
- Applications shall be processed based on the following criteria:
- Government Universities, Deemed Universities, Government Colleges, and Krishi Vigyan Kendras (run by Government) receive single window clearance.
- Other applicants, including private institutions, require clearance from Ministries of Home Affairs, Defence, and Frequency spot availability from the Ministry of Communication.
- Clearance from Ministries concerned and Frequency spot availability will be communicated within the stipulated timeframes.

12.3. Grant of Permission Agreement:

- Upon approval, a Letter of Intent (LOI) will be issued, subject to availability of Frequency spot.
- The Bank Guarantee shall remain valid for the period prescribed by the Ministry and shall be renewed as required for GOPA compliance. Provide a bank guarantee of Rs. 25,000/- within one month of LOI issuance.
- Sign the Grant of Permission Agreement (GOPA) and apply for a Wireless Operating License (WOL) from the Ministry of Communication.
- The station shall maintain uninterrupted operations and comply with all conditions prescribed under the GOPA and Wireless Operating License (WOL).

12.4. Content Creation and Monitoring:

- Develop and broadcast programs aligned with the educational, developmental, social, and cultural needs of the community.
- MITS Radio shall constitute an Advisory and Content Committee comprising representatives from the local community. At least 50% of the members of the committee shall be women. The committee shall advise on content relevance, community participation, and compliance with Community Radio Guidelines.
- Programs should preferably be in the local language and dialects.
- Adhere to Prasar Bharti's Programme and Advertising Code.

- The station shall not broadcast political content or independently produced news and current affairs programs. However, news and current affairs content sourced exclusively from Akashvani (All India Radio) may be broadcast in accordance with prevailing Ministry guidelines.
- Preserve program recordings for a minimum of three months.

12.5. Funding, Sustenance & Advertising:

- Advertising and announcements shall be carried out strictly in accordance with the prevailing Community Radio Policy Guidelines and Ministry notifications. The duration and tariff of advertisements shall not exceed the limits prescribed by the Ministry of Information & Broadcasting from time to time.
- Utilize advertising revenue for operational expenses and primary objectives.
- Seek funding from multilateral aid agencies, ensuring compliance with FCRA clearance for foreign funds.
- Utilize advertising revenue for operational expenses and the primary objectives of MITS RADIO 90.8 CRS.

12.6. Transmitter Power and Range:

- Maintain a coverage range of 5-10 km using a transmitter with an Effective Radiated Power (ERP) of up to 100 W.
- Comply with antenna height limits (15-30 meters) for safety and adherence to regulations.

12.7. Other Compliance Measures:

- Adhere to broadcasting principles, guidelines, and regulatory requirements outlined in the policy document.
- Ensure content complies with specified categories and avoids prohibited subjects.
- Implement content review and monitoring mechanisms to prevent violations.
- Uphold the primary objective of serving the local community through community engagement.
- Abide by any future regulatory norms and amendments.
- Submit audited annual accounts to the government as required.
- Ensure security clearances for foreign personnel, if applicable.

By following this SOP, MITS RADIO 90.8 CRS will operate in accordance with the Policy Guidelines for setting up Community Radio Stations in India. The station will engage the local community, provide valuable education, and contribute to social development while adhering to regulatory standards and broadcasting principles.

Source : *Policy Guidelines for setting up Community Radio Stations in India – Broadcast Seva Portal*

Website Link : <https://new.broadcastseva.gov.in/digigov-portal-web-app/>

13. Policy Review, Implementation & Updating

13.1 Policy Review

MIT'S Radio 90.8 MHz Community Radio Station shall review its policies, Standard Operating Procedures (SOPs), operational guidelines, and compliance frameworks on an annual or biennial basis to ensure continued relevance, effectiveness, and alignment with institutional objectives and regulatory requirements.

13.2 Policy Updating

The review process shall incorporate updates related to:

- Changes in Community Radio Policy Guidelines issued by the Ministry of Information & Broadcasting (MoI&B), Government of India.
- Amendments to the Grant of Permission Agreement (GOPA), Programme Code, Advertising Code, and other statutory regulations governing Community Radio Stations.
- Expansion of MIT'S Radio activities involving academic departments, research centers, student bodies, and community stakeholders.
- Emerging broadcasting technologies, digital media practices, and community engagement strategies.
- Feedback received from listeners, community representatives, faculty members, students, regulatory authorities, and other stakeholders.
- Alignment with institutional strategic goals, NEP 2020 objectives, and relevant United Nations Sustainable Development Goals (SDGs).

13.3 Scope of Implementation

The policy shall be applicable to all activities carried out through MIT'S Radio, including:

- Educational and developmental broadcasting.
- Community outreach and participatory communication programs.
- Content creation, recording, editing, and transmission activities.
- Student volunteer and internship programs.
- Collaborations with academic departments, government agencies, NGOs, and community organizations.
- Public service announcements, awareness campaigns, and special broadcasts.

13.4 RACI Framework

Activity	Responsible (R)	Accountable (A)	Consulted (C)	Informed (I)
Policy Formulation & Revision	CRS Coordinator	Administrative & Steering Committee	Advisory & Content Committee	All Stakeholders
Content Policy Compliance	Program Coordinator	CRS Coordinator	Advisory & Content Committee	Faculty & Volunteers
Technical Compliance	Technical Coordinator	CRS Coordinator	Administrative & Steering Committee	All Stakeholders
Community Outreach Activities	Program Manager	CRS Coordinator	Community Representatives	Administrative & Steering Committee
Annual Policy Review	CRS Coordinator	Administrative & Steering Committee	All Committees	All Stakeholders
Regulatory Reporting	CRS Coordinator	Administrative & Steering Committee	Technical Coordinator	Administrative & Steering Committee

14. Training & Awareness

- Induction Programs for New Members:** MITS Radio 90.8 MHz Community Radio Station shall conduct induction programs for newly joined faculty coordinators, student volunteers, interns, and community contributors to familiarize them with the objectives, operations, policies, broadcasting guidelines, and community engagement activities of the station.
- Annual Orientation and Awareness Workshops:** MITS Radio shall organize annual orientation programs, awareness sessions, and capacity-building workshops to enhance knowledge and skills related to community broadcasting, content development, audio production, communication techniques, and regulatory compliance.
- Digital Dissemination:** All relevant policies, SOPs, guidelines, broadcast schedules, training materials, and important announcements shall be disseminated through official email communications, the MITS website, MITS Radio digital platforms, and institutional handbooks to ensure effective awareness among all stakeholders.
- Continuous Capacity Building:** MITS Radio shall encourage continuous learning and professional development through expert lectures, hands-on training sessions, and participation in community radio workshops, seminars, and conferences.

- **Monitoring and Review:** The effectiveness of training and awareness activities shall be periodically reviewed through feedback, participation records, and performance assessments to ensure continuous improvement in broadcasting quality and stakeholder engagement.

15. Compliance & Legal Requirements

- **Ministry of Information & Broadcasting (MoI&B) Community Radio Policy Guidelines:** MITS Radio 90.8 MHz Community Radio Station shall operate in accordance with the Community Radio Policy Guidelines issued by the Ministry of Information & Broadcasting, Government of India.
- **Grant of Permission Agreement (GOPA):** MITS Radio shall comply with all terms and conditions specified in the Grant of Permission Agreement (GOPA) issued by the Ministry of Information & Broadcasting and ensure timely renewal and regulatory reporting.
- **Programme and Advertising Codes:** All broadcasts shall adhere to the Programme Code and Advertising Code prescribed by the Government of India, ensuring that content remains educational, developmental, non-commercial, and socially responsible.
- **Community Radio Broadcasting Regulations:** MITS Radio shall ensure compliance with all directives, advisories, notifications, and operational guidelines issued by the Ministry of Information & Broadcasting and other competent authorities from time to time.
- **Content Compliance and Ethical Broadcasting:** All programs shall be reviewed to ensure accuracy, impartiality, community relevance, cultural sensitivity, and adherence to ethical broadcasting standards.
- **Copyright and Intellectual Property Compliance:** MITS Radio shall obtain necessary permissions and licenses for copyrighted material and ensure compliance with applicable intellectual property regulations for all broadcast content.
- **Broadcast Record Maintenance:** The station shall maintain program logs, Q-Sheets, content archives, listener feedback records, and other mandatory documents as required under Community Radio regulations.
- **Monitoring and Compliance Review:** Periodic reviews shall be conducted by the CRS Coordinator and the Advisory & Content Committee to ensure continued compliance with regulatory requirements and broadcasting standards.
- **Regulatory Reporting:** MITS Radio shall submit all mandatory reports, declarations, and compliance documents to the Ministry of Information & Broadcasting and other regulatory authorities within the prescribed timelines.

16. Review & Revision Mechanism

- **Periodic Review:** The policies, Standard Operating Procedures (SOPs), and operational guidelines of MITS Radio 90.8 MHz Community Radio Station shall be reviewed on an annual or biennial basis to ensure their continued relevance, effectiveness, and compliance with regulatory requirements.
- **Regulatory-Driven Revisions:** Policy revisions may be initiated at any time in response to amendments in Community Radio Policy Guidelines, GOPA conditions, Programme and Advertising Codes, Ministry of Information & Broadcasting directives, or any other applicable regulatory requirements.
- **Operational Improvement Updates:** Revisions may also be undertaken based on operational experiences, stakeholder feedback, audit observations, technological advancements, or emerging community needs.
- **Review Initiation:** The review process may be initiated by the CRS Coordinator, Administrative & Steering Committee, or Advisory & Content Committee based on identified requirements and compliance obligations.
- **Approval Authority:** All proposed revisions, modifications, and policy updates shall be reviewed by the appropriate MITS Radio committees and approved by the Vice Chancellor/Competent Authority before implementation.
- **Communication of Revisions:** Approved revisions shall be communicated to all stakeholders through official notifications, meetings, email communications, operational manuals, and other approved dissemination channels.
- **Documentation and Version Control:** MITS Radio shall maintain proper records of policy revisions, approval dates, version histories, and implementation status to ensure transparency and traceability.

17. Documentation & Record-Keeping

- **Policy Identification and Version Control:** All policies, SOPs, guidelines, and operational documents of MITS Radio 90.8 MHz Community Radio Station shall be assigned a approval date, and revision date to ensure proper document control and traceability.
- **Document Repository:** MITS Radio shall maintain a centralized digital repository for storing policies, SOPs, broadcast records, Q-Sheets, program archives, compliance documents, reports, and other operational records to facilitate easy access and retrieval.

- **Record Maintenance:** The station shall maintain records related to program schedules, content approvals, listener feedback, advertisements, government communications, equipment maintenance, training activities, and regulatory submissions as per applicable requirements.
- **Archival of Superseded Documents:** Previous versions of policies, SOPs, and operational documents shall be archived and preserved to maintain an audit trail and support future reference, compliance verification, and institutional learning.
- **Data Security and Confidentiality:** Appropriate measures shall be adopted to ensure the security, integrity, confidentiality, and preservation of all physical and digital records maintained by MITS Radio.

18. Reporting & Audit

- **Annual Activity Reporting:** MITS Radio shall prepare and submit annual activity reports highlighting broadcasting activities, community outreach programs, listener engagement, training initiatives, achievements, and compliance status to the competent institutional authorities.
- **Periodic Compliance Review:** Periodic reviews shall be conducted to assess compliance with Community Radio Policy Guidelines, GOPA conditions, Programme and Advertising Codes, and other applicable regulatory requirements.
- **Internal Audit and Monitoring:** Internal reviews and audits may be conducted by the Administrative & Steering Committee or designated authorities to evaluate operational effectiveness, documentation practices, content compliance, and resource utilization.
- **Regulatory Reporting:** All mandatory reports, declarations, and compliance documents required by the Ministry of Information & Broadcasting and other competent authorities shall be submitted within the prescribed timelines.
- **Corrective and Preventive Actions:** Observations arising from audits, inspections, reviews, or stakeholder feedback shall be documented and addressed through appropriate corrective and preventive measures to ensure continual improvement.

19. Minutes & Action Taken Report (ATR)

All meetings of MITS Radio committees shall be formally documented and actioned as follows:

- **Minutes Preparation:** Minutes of every meeting shall be prepared and circulated within 7 working days of the meeting.

- Action Taken Report (ATR): The ATR against the previous meeting’s minutes shall be reviewed and discussed at the beginning of the subsequent meeting.

20. PDCA Cycle for Quality Assurance

MITS Radio 90.8 MHz operates its quality assurance framework on the Plan–Do–Check–Act (PDCA) cycle:

- Plan** → Community Needs Assessment: Identify informational, educational, and developmental needs of the community through surveys, field visits, and stakeholder interactions.
- Do** → Program Broadcasting: Execute planned programs, community outreach activities, live broadcasts, and content production as per approved schedules.
- Check** → Feedback & Compliance Monitoring: Collect listener feedback, conduct compliance reviews, evaluate KPIs, and assess regulatory adherence.
- Act** → Program Manager implements corrective actions, updates program plans, and incorporates improvements based on monitoring outcomes.

21. Key Performance Indicators (KPIs)

Key Performance Indicator (KPI)	Target
Organic Content	≥ 50%
Community Participation Programs	≥ 30/Year
Field Visits	≥ 52/Year
Live Programs	≥ 250/Year
Student Volunteers	≥ 500/Year
Listener Feedback Collection	Quarterly

22. Risk Management

MITS Radio 90.8 MHz shall maintain a proactive risk management framework to identify, assess, and mitigate operational, regulatory, and content-related risks that may affect the functioning of the Community Radio Station. The following risks and corresponding mitigation measures are defined:

Risk Category	Potential Impact	Mitigation Measures
Broadcast Interruption	Loss of on-air broadcasting; listener disruption	Maintain backup power supply (UPS/Generator); pre-recorded program library for emergency playout; defined downtime escalation protocol.
Equipment Failure	Transmitter, studio, or IT system breakdown	Scheduled preventive maintenance; inventory of spare components; vendor escalation matrix.
Regulatory Non-compliance	GOPA/WOL suspension; MIB penalties; license cancellation	Maintain compliance calendar; periodic internal audits; CRS Coordinator to review GOPA/WOL renewal timelines; Training on MIB guidelines for all staff.
Data Loss	Loss of program recordings, logs, or statutory documents	Automated daily backup to cloud/external storage; minimum 3-month program archive as per MIB mandate; access control and data security policy.
Copyright Violations	Legal liability; license revocation; reputational risk	Obtain required licenses for music/content; prioritize original (organic) content; train staff on IP/copyright rules; content review by Advisory Committee before broadcast.

19. References

- Community Radio Policy Guidelines issued by the Ministry of Information & Broadcasting (MoI&B), Government of India.
- Grant of Permission Agreement (GOPA) and related regulatory communications issued by the Ministry of Information & Broadcasting.
- Programme Code and Advertising Code applicable to Community Radio Stations.
- Relevant Government of India Acts, Rules, Notifications, Circulars, and Advisories governing Community Radio operations.
- Policies, Statutes, Regulations, and Administrative Orders of Madanapalle Institute of Technology & Science (MITS) applicable to institutional units and outreach activities.
- National Education Policy (NEP) 2020 and other relevant educational and community engagement frameworks supporting participatory learning and societal outreach.
- Standard Operating Procedures (SOPs) and approved guidelines of MITS Radio 90.8 MHz Community Radio Station.

20. Annexures

- Annexure I : CRS _ Standard Operating Procedure
- Annexure II : CRS _ Roles and Responsibilities
- Annexure III : CRS _ Administrative & Steering Committee
- Annexure IV : CRS _ Advisory & Content Committee
- Annexure V : CRS _ Department Coordinators