



# MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
MADANAPALLE – 517325, ANDHRA PRADESH  
[www.mits.ac.in/radio-90](http://www.mits.ac.in/radio-90)



## Report on

## "Report on Out-broadcast Visit to TERRAKOTA Kalakendram"

05.02.2025 (Wednesday)



**Coordinators:** **Dr. B. Rajesh Kumar, Program Coordinator, MITS Radio 90.8 CRS**

**Dr. E. Aravindraaj, Technical Coordinator, MITS Radio 90.8 CRS**

**Date & Venue:** The outreach program was conducted at Terrakota Kalakendram, Angallu, focusing on the Pottery Common Facility Center on 05/02/2025.

MITS Community Radio 90.8 conducted a community outreach program as part of an internship initiative in collaboration with Terracotta Kalakendram, Angallu.

**Initiators:** The event was organized and led by RJ Vyshnavi, RJ Rihaka, RJ Nagi Reddy, and MITs Community Radio Program Manager Sri M. Narasimhacharlu. The team interacted with various individuals involved in the pottery sector to understand their challenges, processes, and economic conditions.



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### Key Interactions and Insights:

#### 1. Interaction with Mr. Prakash



- **Kulavruttti is Essential:** Prakash Garu emphasized the importance of traditional occupational practices and their significance in sustaining livelihoods.
- **Pottery Material Production:** Discussions were held on sourcing raw materials, maintaining quality, and production challenges in pottery.

#### 2. Interaction with Mrs. Gunavathi





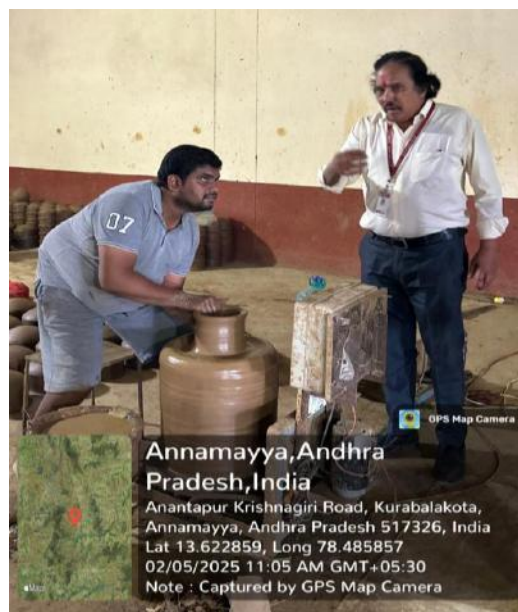
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- **Design & Finishing:** She elaborated on the design aspects of pottery-making, particularly focusing on preparing intricate parts and refining pottery items used for cooking.
- **Piece-Work Wage System:** Workers are paid on a per-piece basis, earning approximately Rs. 20 per item, highlighting the economic challenges faced by artisans.

### 3. Interaction with Mr. Nagaraju



**Challenges in Pottery Preparation:** Various difficulties in pottery-making, including sourcing raw materials, labour issues, and the impact of seasonal variations on production, were discussed.

### 4. Interaction with Mrs. Prabhavati

**Understanding Market Demand:** She provided insights into customer preferences and the types of pottery items in demand, such as decorative pieces and utility-based cookware.



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## 5. Interview with Mutual Aided Cooperative Society President, Ratnasekhar Garu



- **Pottery Process & Sales:** The production cycle from raw material procurement to finished product sales was explained, along with marketing strategies used by artisans.
- **Government Assistance & GOT Benefits:** He discussed the benefits received from government schemes such as DRDA (District Rural Development Agency) and other financial aid programs aimed at supporting potters.



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### Recommendations:

1. **Skill Development & Training:** Providing additional training to artisans on modern pottery techniques can enhance product quality and diversity.
2. **Financial Support & Subsidies:** Increasing awareness and access to government schemes can improve the economic stability of potters.
3. **Market Expansion Strategies:** Encouraging participation in exhibitions, digital marketing, and collaborations with urban markets can increase sales.
4. **Improved Working Conditions:** Addressing wage concerns and ensuring better compensation models can uplift artisans' livelihoods.
5. **Sustainable Practices:** Encouraging eco-friendly production methods can align with global sustainability trends and attract a wider customer base.

### Outcomes & Future Steps:

- Raise awareness about the significance of traditional occupations like pottery.
- Explore ways to enhance the economic sustainability of artisans through better wages and improved market access.
- Identify government support mechanisms and ensure artisans receive the necessary guidance to benefit from schemes like DRDA.
- Strengthen community engagement by promoting local craftsmanship through MITS Community Radio 90.8.

### Conclusion

The outreach program successfully highlighted the strengths and challenges within the pottery sector, paving the way for further discussions and initiatives to support artisans in the region.