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Report on

"World Radio Day at MITS"

Organised by

MITS Community Radio 90.8 MHz

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

Dr. E. Aravindraj, Technical Coordinator, MITS Radio 90.8 CRS

Total Participants: 140 Students

Venue: Seminar Hall - A

Date: 13th February 2025

MITS Community Radio 90.8 celebrated World Radio Day on 13th February 2025 at Seminar Hall A from 11:00 AM to 1:00 PM. The event witnessed an enthusiastic participation of 140 students.



Figure 1: Inaugural Ceremony

The program commenced with RJ Akhila inviting Principal Sir, Technical Coordinator Dr. E. Aravindraj, Program Manager Sri M. Narasimhacharlu, and Chief Guest Sri A. Malleswara Rao (Retired Assistant Director, Programs, All India Radio) to the dais. A prayer song was presented by Program Manager Sri M. Narasimhacharlu, followed by the inaugural address by the **Dr. C. Yuvaraj, Principal of MITS**, highlighting the following points:

- **The Evolution of Radio** Once a primary source of knowledge and entertainment, radio played a crucial role in shaping public awareness and culture.
- MITS Community Radio's Vision Serving as a platform for students to express innovative thoughts, enhance communication skills, and develop creative content.
- **Skill Development** Encouraging students to leverage ratio for improving presentation, storytelling, and technical skills relevant to media and broadcasting.



Figure 2: Inaugural Speech by Principal, MITS

This was followed by a brief introduction of the Chief Guest by RJ Akhila, after which she invited **Sri A. Malleswara Rao** for the keynote speech. In his address, he highlighted the following points:

- Radio in Disaster Management During disasters like the Hudhud cyclone, radio played a crucial role in disseminating real-time updates, safety measures, and relief efforts.
- **Responsible Use by Students** Students should utilize radio effectively to gain knowledge in various fields such as science, culture, technology, and social issues.
- **Educational Resource** Radio can serve as an alternative learning tool, offering expert talks, career guidance, and discussions on contemporary topics.
- **Bridging the Gap** Radio helps connect rural and urban communities, ensuring that knowledge reaches all sections of society.



Figure 3: Keynote Speech by Sri R.A. Malleswara, Rao Retired Assistant Director Programs, All India Radio

Dr. S. V. Rasajna and **Mr. Naveen Narayan**, Soft Skills Trainers from MITS Placement, delivered an insightful session highlighting the significance of radio in student development. They emphasized how radio serves as a powerful tool for enhancing communication skills, fostering leadership qualities, and improving overall personality development. The session encouraged students to actively engage with radio as a medium for self-expression, creativity, and professional growth.





Figure 4: Motivational Speech by Dr. Dr. SV Rasajna and Mr. Naveen Narayan

As part of the World Radio Day celebrations, students were recognized for their outstanding performances in various competitions, including Script Writing, Extempore Speech, Content Reading, and Stand-up Comedy. The Chief Guest, Sri A. Malleswara Rao, honoured the winners by distributing prizes, encouraging them to continue honing their skills and actively participating in radio-related activities.







Figure 5: Prize Distribution for the students participated in World Radio Day Competitions

A special felicitation was accorded to Sri A. Malleswara Rao in appreciation of his significant contributions to the field of radio and his insightful address. His valuable speech enlightened the audience on the role of radio in education, disaster management, and community engagement, inspiring students to utilize the medium effectively.



Figure 6: Felicitation to Chief Guest

Coordination and Support:

The event was graced by Technical Coordinator Dr. E. Aravindraj, Program Coordinator Dr. B. Rajesh Kumar, and Station Coordinator Dr. Sathesh. Special appreciation was given to RJ Vyshnavi, RJ Nagi Reddy, and RJ Rihaka for their active coordination and support in organizing competitions.



Figure 7: Group Photo with Participants

The event concluded with a Vote of Thanks delivered by Program Manager Sri M. Narasimhacharlu, expressing gratitude to all dignitaries, participants, and organizers for making the celebration a grand success.

Outcomes of the World Radio Day Celebration

The World Radio Day celebration at MITS Madanapalle resulted in several positive outcomes, reinforcing the importance of radio in education, communication, and community service. Some key outcomes include:

Awareness of Radio's Role – Students gained insights into the historical and modern significance of radio, including its impact on education, entertainment, and disaster management.

Encouragement for Innovation – The event highlighted MITS Community Radio 90.8 as a platform for students to share innovative ideas, enhance communication skills, and express creativity.

Understanding Disaster Management-The Chief Guest's speech on radio's role in crisis situations, such as the Hudhud cyclone, educated students on its importance in emergency communication.

Recognition of Talent -The prize distribution ceremony motivated students by recognizing their skills and participation in various competitions conducted as part of the celebrations.

Stronger Community Engagement -The presence of dignitaries, faculty, and students fostered a collaborative learning environment, strengthening the bond between the academic community and MITS Community Radio.

Skill Development -RJ Vyshnavi, RJ Nagi Reddy, RJ Rihaka and RJ Akhila, actively contributed to the event, gaining hands-on experience in event coordination, public speaking, and broadcasting.

Encouragement for Future Participation-The event inspired students to actively engage with MITS Community Radio, encouraging them to explore opportunities in radio broadcasting and media communication.

Conclusion

The World Radio Day celebration at MITS Madanapalle was a meaningful and inspiring event, highlighting the significance of radio in knowledge-sharing, disaster management, and skill development. The insightful speeches by Principal Sir and Chief Guest Sri A. Malleswara Rao emphasized the evolving role of radio in education and communication.

The participation of students, faculty, and RJs made the event engaging, while the competitions and prize distribution added enthusiasm to the celebrations. The dedicated efforts of the organizing team and coordinators ensured the event's success.

Mapping with Sustainable Development Goals (SDGs):

The workshop aligns with the following SDGs:

SDG 4: Quality Education

The event emphasized the role of radio as an educational resource, providing students with knowledge, expert talks, career guidance, and discussions on contemporary issues.

Encouraged the use of community radio for skill development, including communication, leadership, and creative content production.

SDG 5: Gender Equality

The competitions and discussions promoted equal participation of both male and female students in content creation and leadership roles in radio broadcasting.

SDG 8: Decent Work and Economic Growth

Sessions by Soft Skills Trainers highlighted how radio can enhance employability by improving communication skills, public speaking, and confidence, which are essential for career development.

SDG 9: Industry, Innovation, and Infrastructure

Discussions on the technological advancements in radio broadcasting and the role of spectrum analysis introduced students to innovations in the media and communication sector.

SDG 10: Reduced Inequalities

Community radio was recognized as a bridge between rural and urban communities, ensuring knowledge reaches diverse audiences, including underprivileged sections of society.

SDG 11: Sustainable Cities and Communities

The event reinforced the role of radio in community development, fostering awareness on social, cultural, and environmental issues.

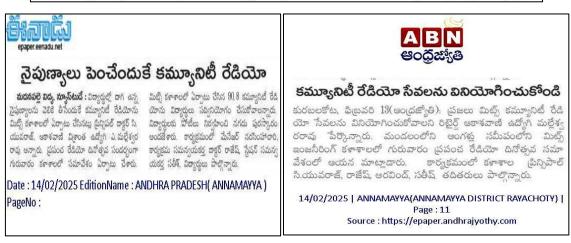
SDG 13: Climate Action

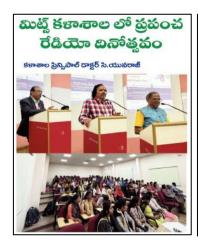
The keynote address emphasized the role of radio in disaster management, citing examples like the Hudhud cyclone, where radio was used for real-time updates and relief efforts.

By integrating these SDGs, the event successfully highlighted the power of radio as a tool for education, social empowerment, and sustainable development.

Newsletters:







మరవవల్లి ఫిట్రంవరి 18, (బి. (జీనివానులు రెడ్డి తరణం విలేఖరి) :మదనపల్లె ఇన్ స్టిట్బూట్ కళాశాల మిట్స్ 90.8 కమ్యూనిటీ రేడియో ఆధ్వర్యంలో గురువారం ట్రపంచ రేడియో దనోత్సవవాన్ని పురస్యరించుకొని సెమినార్ హాలులో రేడియో దినోత్సవాన్ని నిర్వహించారు. ఈ కార్యక్రమంలో కళాశాల ట్రిన్సిపాల్ దాక్టర్ సి.యువరాజ్ మాట్లుడుతూ ఒకప్పుడు ట్రజలకు వినోదం,విజ్ఞనం కోసం అందరూ రేడియో వినేవాళ్ళని, మన కళాశాలలో యాజమాన్యం కమ్యూనిటీ రేడియో ను ప్రారంభించడం మీలోని సృజనాత్మకతను పెంపోదించేందుకు,నైపుజ్యాలను మెరుగు పరచదానికి ఉపయోగ పదుతుందన్నారు. ముఖ్య అతిథి విశ్రాంత ఆకాశవాడి ఉద్యోగి ఏ.మల్లేశ్వరరావు మాట్లుడుతూ ట్రకృతి వైపరీత్యాల సమయంలో రేడియో అత్యుత్తమంగా పని చేస్తుందని,మిట్స్ కమ్యూనిటీ రేడియో ను విద్యార్థులు ఉపయోగించు కోవాలన్నారు. అనంతరం ట్రపంచ రేడియో దినోత్సవాన్ని పురస్యరించు కొని నిర్వహించిన పోటీలలో విజేతలకు నగదు పురస్మారం అందజేశారు. ఈ కార్యక్రమంలో ట్రోగ్రామ్ మేనేజర్ నరసింహ చార్లు, ట్రోగ్రామ్ కోఆర్టినేటర్ దాక్టర్ రాజేష్,టెక్సికల్ కోఆర్టినేటర్ అరవింద్ రాజ్, స్టేషన్ కోఆర్టినేటర్ సతీశ్ ఫాకల్టి మెంబర్స్ విద్యార్థులు పాల్గొన్నారు.