

Report on

Ensuring Public Safety and Social Awareness: A Community Radio Initiative by MITS Community Radio 90.8

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Introduction

Community radio serves as a powerful platform for spreading awareness on critical social issues such as safety, mental health, and responsible citizenship. MITS Community Radio 90.8 continues its commitment to public service by organizing informative interviews with key officials.

On 6th April 2026, Program Manager Sri M. Narasimhacharlu conducted an insightful interview with Sri Venkatadri, Additional Superintendent of Police, Annamayya District. The discussion focused on three major concerns:

- Prevention of suicides
- Women safety and prevention of harassment
- Importance of traffic rules and road safety

The objective of the program was to educate the public, especially youth and students, about



safety measures, responsible behavior, and available support systems.

Women Safety and Protection Initiatives

During the interview, the officer highlighted several initiatives undertaken by the police department to ensure women's safety:

- Awareness programs on women protection were initiated under the leadership of Dheeraj Kunubilli, especially on the occasion of International Women's Day (March 8).
- Formation of the Sree Sakthi Team dedicated to women's safety.
- Introduction of the Sakthi App, a digital platform that allows women to:
 1. Report complaints instantly
 2. Receive immediate police assistance
 3. Prevent incidents like eve-teasing and harassment

Additional Suggestions:

- Students are encouraged to report any harassment to teachers or authorities.
- Police departments are actively supporting and encouraging women to speak up.

These initiatives aim to create a safe and supportive environment for women in society.

Traffic Safety and Road Awareness

The interview emphasized the growing concern over road accidents, particularly among youth:

Key Causes Identified:

- Over-speeding
- Lack of proper driving skills
- Ignoring traffic rules

Important Traffic Guidelines:

- Proper driving training is essential before using vehicles.
- Possession of a valid driving license is mandatory.
- Following traffic rules strictly can prevent accidents.
- Wearing a helmet is crucial for two-wheeler riders.

The officer stressed that responsible driving behaviour can significantly reduce accidents and save lives.



Suicide Prevention and Mental Health Awareness

A major part of the discussion focused on the increasing number of suicides among students, particularly due to academic failures (e.g., B.Tech and SSC results).

Key Messages Shared:

- Failure should be seen as a learning opportunity, not an end.
- Students should avoid negative thinking and seek guidance.
- Parents should understand the pressures faced by children.

Preventive Measures:

- Establishment of Family Counseling Centers in Madanapalle to address emotional and personal issues.
- Conducting awareness programs in educational institutions.
- Strong message: *“Every problem has a solution; suicide is not the solution.”*

Drug Abuse Awareness:

- Institutions are requested to monitor and prevent drug abuse among students.
- Complaints related to cybercrime or illegal activities can be reported to 1930 helpline.
- Parents should identify early signs of drug addiction and provide counseling.

The session concluded with Sri M. Narasimhacharlu expressing sincere gratitude to Sri Venkatadri for his valuable insights on behalf of MITS Community Radio 90.8.

Conclusion

The interview conducted by MITS Community Radio 90.8 effectively addressed critical societal issues and provided practical solutions. By spreading awareness on women's safety, traffic discipline, and mental health, the program plays a vital role in building a safer, healthier, and more responsible society.

Outcomes:

Enhanced Public Awareness:

The program educated citizens on safety measures related to women protection, traffic rules, and mental health.

Behavioural Change Among Youth:



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
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Encouraged responsible driving, emotional resilience, and respect for social norms.

Strengthened Community-Police Relationship:

Built trust between the public and law enforcement through open communication and accessible support systems.

Alignment with UN Sustainable Development Goals (SDGs):

This initiative contributes to the following SDGs:

SDG 3: Good Health and Well-being

Promotes mental health awareness and suicide prevention.

SDG 5: Gender Equality

Ensures safety and empowerment of women through protection initiatives.

SDG 11: Sustainable Cities and Communities

Encourages road safety and safe public environments.

SDG 16: Peace, Justice and Strong Institutions

Strengthens trust in law enforcement and promotes justice and safety.