



A Report on

Be Prepared for the Days Ahead: Community Awareness on El Nino, Drought Preparedness and Food Security through MITS Community Radio 90.8

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Introduction

Climate variability and changing weather patterns can have significant consequences for agriculture, food production, household expenditure and community well-being. Events such as El Niño can influence rainfall patterns and create challenges for agricultural production in different regions. Such situations underline the importance of awareness, preparedness, responsible consumption and efficient management of food resources.

Recognizing the importance of creating public awareness on climate-related challenges and food security, **MITS Community Radio 90.8** broadcast a special awareness programme under its “**Campus Kaburlu**” segment on **12 August 2026 at 7:00 PM**.

The programme was presented by **Divyatej Reddy, a student of the Department of Computer Science and Engineering (CSE), MITS Deemed to be University**. The programme focused on the possible implications of El Niño, drought-like conditions, food production, food-price pressures, food wastage, household preparedness and responsible consumption. Rather than presenting the topic as a purely scientific discussion, the programme communicated the subject



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through simple explanations, questions, examples, practical suggestions and a family-oriented challenge. This approach made the programme accessible to students, farmers, parents and members of the general public. The central message of the programme was that climate-related challenges should not create unnecessary fear or panic. Instead, individuals and communities can contribute to food security through responsible consumption, reduction of food waste, proper storage, diversified diets, support for farmers and informed decision-making.

Objectives of the Programme

The programme was designed with the following objectives:

1. To create awareness about El Niño and its possible influence on rainfall and agricultural conditions.
2. To explain the possible relationship between climate conditions, agricultural production and food prices in a simple and understandable manner.
3. To promote household preparedness through appropriate food storage and responsible purchasing practices.

Programme Content

The programme began with a warm welcome to listeners of **MIT Community Radio 90.8 FM** and introduced the theme of preparing for possible challenges associated with El Nino. The presenter explained that the issue is not limited to weather or agriculture. Climate-related changes can ultimately affect food availability, household budgets, students, farmers and society as a whole. The programme used the example of increasing prices of commonly consumed food items to explain how agricultural conditions can influence household expenditure.

The discussion highlighted a simple relationship:

Reduced Agricultural Production + Continued Demand → Potential Pressure on Food Prices

The presenter explained that poor rainfall can affect crop production and that different food commodities may respond differently depending on crop conditions and supply.

The programme therefore encouraged listeners to understand food security as a shared responsibility rather than an issue affecting farmers alone.

Understanding El Nino and possible agricultural impacts

The programme explained El Niño in simple language by describing the phenomenon as an unusual warming of parts of the Pacific Ocean that can influence atmospheric circulation and



rainfall patterns in different parts of the world.

Using an easy analogy, the presenter compared the Earth to a giant kitchen, with oceans, winds and clouds interacting as part of a larger system. The explanation was designed to help ordinary listeners understand a complex climate phenomenon without requiring advanced scientific knowledge.

The programme highlighted that changes in rainfall patterns can potentially create challenges such as:

- Delayed or irregular rainfall
- Reduced rainfall in some areas
- Increased heat stress
- Agricultural difficulties

Food Prices and Household Economic Impact

A major component of the programme was the relationship between agricultural conditions and household food expenditure. The presenter explained through a student-life example how an increase in the price of a meal can affect monthly budgets. Higher food expenditure can increase hostel expenses and household financial pressure while reducing savings.

Food Storage and Household Preparedness

The programme provided practical suggestions for households to protect food resources and reduce avoidable losses. One important recommendation was **smart storage**. Listeners were encouraged to:

- Store grains in clean and dry containers.
- Protect food from moisture.
- Prevent insect infestation.

Reducing Food Wastage

Food wastage was identified as one of the most important areas where individuals can immediately contribute to food security.

The presenter encouraged listeners to think about everyday food waste, including:

- Leftover rice
- Half-eaten chapatis
- Unused milk



- Leftover curry
- Excess food prepared during meals

The programme encouraged families to cook according to their actual requirements. It also promoted creative utilization of leftovers. Examples included transforming leftover rice into different dishes and using leftover dal or chapati in alternative preparations. The programme connected these traditional household practices with the modern concept of a **circular economy**, demonstrating that reducing waste and reusing available resources can contribute to sustainability.

The central message was: **“Every grain represents water, energy, labor, transportation, storage and the efforts of farmers.”** Therefore, food should be valued and consumed responsibly.

Role of Farmers and Climate-Smart Practices

The programme recognized farmers as an essential pillar of food security. Possible agricultural responses discussed during the broadcast included:

Short-Duration Crop Varieties

Using suitable short-duration varieties can help farmers respond to changing rainfall windows where locally recommended.

Drip Irrigation

Efficient irrigation practices can help conserve water and improve water-use efficiency.

Mulching

Mulching can support soil moisture conservation and reduce unnecessary evaporation.

Rainwater Harvesting

Rainwater harvesting can contribute to better water resource management.

Crop Diversification

Diversification can help reduce excessive dependence on a single crop.

Community Storage

Community-level storage systems can support better management of agricultural produce and reduce avoidable post-harvest losses.

The programme also emphasized the importance of timely information.

“Information is also a fertilizer.”

Weather alerts, soil testing and locally appropriate agricultural advice can help farmers make better-informed decisions.

Role of Government and Community



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The programme emphasized that food security requires collective action.

Government-Level Responsibilities

The broadcast identified several areas where government intervention can contribute to food security, including:

- Maintaining appropriate buffer stocks.
- Supporting farmers.
- Preventing hoarding and market manipulation.
- Strengthening irrigation facilities.
- Supporting public distribution systems.
- Providing timely agricultural and weather information.

Community-Level Responsibilities

Citizens can contribute by:

- Reducing food waste.
- Avoiding panic buying.
- Sharing surplus food responsibly.
- Supporting local farmers.
- Avoiding misinformation and rumors.
- Using available food resources efficiently.

The programme therefore presented food security as a shared responsibility involving government, farmers, communities, families and individuals.

MITS COMMUNITY RADIO 90.8 – ROLE IN AWARENESS CREATION

MITS Community Radio 90.8 played an important role by converting a complex issue related to climate variability, food security and agricultural preparedness into an accessible community-awareness programme. The Community Radio format enabled the topic to be communicated in a simple, conversational and relatable manner.

The programme used:

- Storytelling
- Question-and-answer techniques
- Everyday examples
- Practical tips
- Student-oriented examples
- Family-level recommendations
- A seven-day challenge



- A motivational closing message

This communication approach helped connect a global climate phenomenon with everyday household experiences. The programme demonstrated the potential of Community Radio to support:

Climate Awareness → Public Understanding → Responsible Behaviour → Community Preparedness

MITS 7-DAY No-Waste Challenge

One of the distinctive elements of the programme was the introduction of the **MITS 7-Day No-Waste Challenge**.

Listeners were encouraged for seven days to:

1. Take only as much food as they can eat.
2. Finish the food on their plate.
3. Reuse leftovers creatively.
4. Avoid unnecessary food wastage.
5. Become conscious of the value of every grain.
6. Avoid panic-driven hoarding.
7. Encourage family members to practice responsible food consumption.

The challenge transformed the programme from an awareness message into a simple behavioral activity. The presenter emphasized that even a small saving by a large number of households can produce a significant collective impact. The challenge therefore represents a practical example of how Community Radio can encourage positive behavioral change.

Key Message of the Programme

The programme concluded with a powerful message that climate-related challenges should not increase fear. Instead, communities should respond with:

- Awareness
- Wisdom
- Responsible consumption
- Cooperation
- Food conservation



Major outcomes

Outcome 1: Increased Climate and El Niño Awareness

The programme improved listeners' awareness of El Niño and its potential relationship with rainfall variability, heat stress and agricultural conditions. The topic was presented in a simple and accessible format suitable for the general community.

Outcome 2: Improved Awareness of Food Security and Household Preparedness

Listeners were sensitized to the importance of appropriate food storage, planned purchasing, avoiding unnecessary hoarding and preparing responsibly for possible supply-related challenges.

Outcome 3: Promotion of Food Conservation and Responsible Consumption

The programme encouraged households to reduce food wastage, utilize leftovers creatively, diversify food consumption and participate in the MITS 7-Day No-Waste Challenge.

Outcome 4: Strengthened Community Awareness through Radio

MITS Community Radio 90.8 demonstrated its role as an educational and community-awareness platform by translating a complex climate and food-security topic into practical information that can be understood and acted upon by students, families, farmers and citizens.

Alignment With United Nations Sustainable Development Goals

The programme has strong alignment with several **United Nations Sustainable Development Goals (SDGs)**.

SDG 2 – Zero Hunger: Through awareness on food security, agricultural production and food conservation.

SDG 13 – Climate Action: Through awareness regarding El Niño, climate variability and preparedness.

SDG 4 – Quality Education: Through educational broadcasting and community knowledge dissemination.

SDG 6 – Clean Water and Sanitation: Through discussion of water conservation, irrigation efficiency and the water resources embedded in food production.

Conclusion

The “**Be Prepared for the Days Ahead**” programme broadcast by **MITS Community Radio 90.8** was a meaningful educational and community-awareness initiative addressing the interconnected issues of climate variability, possible El Nino impacts, agricultural conditions, food security, food prices and responsible consumption. The programme successfully transformed a technically complex subject into a simple and relatable discussion for students, farmers, families and the wider community. The program’s emphasis on **smart food storage**,



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avoiding panic buying, reducing food wastage, creative reuse of leftovers, food diversification, water conservation, support for farmers and reliable information provided listeners with practical measures that can be adopted at individual and household levels. The **MITS 7-Day No-Waste Challenge** was a particularly useful component because it encouraged listeners to convert awareness into daily action. The initiative also demonstrated the potential of **MITS Community Radio 90.8** as an effective educational communication platform capable of connecting institutional knowledge with community needs.