

### MIT RADIO 90.8 MHz COMMUNITY RADIO STATION

Report on

## “Celebration of World Radio Day 2026 at MITS”

Organized by

MIT Community Radio 90.8 MHz

on

13<sup>th</sup> February 2026

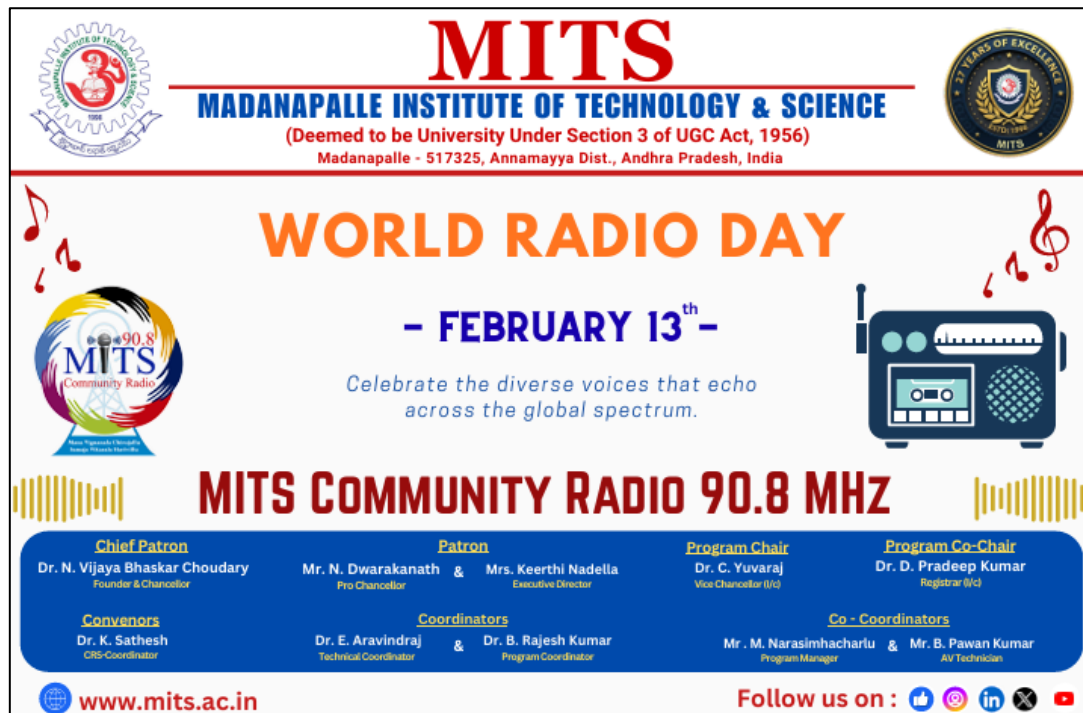
Report Submitted by: Dr. B. Rajesh Kumar, Assistant Professor, Dept. of MBA

#### Event Coordinators:

- Dr. E. Aravindraj, Assistant Professor, Department of ECE
- Dr. B. Rajesh Kumar Assistant Professor, Department of MBA

Participants: 120 Participants (Faculty & Students)

Venue: Seminar Hall: A, MITS



The poster features the MITS logo at the top center, flanked by the institute's emblem on the left and a '27 Years of Excellence' badge on the right. Below the logo, the text reads 'MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (Deemed to be University Under Section 3 of UGC Act, 1956) Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India'. The main title 'WORLD RADIO DAY' is in large orange letters, followed by '- FEBRUARY 13<sup>th</sup> -' in blue. A tagline below says 'Celebrate the diverse voices that echo across the global spectrum.' To the left is the MITS Community Radio 90.8 MHz logo, and to the right is an illustration of a blue portable radio. At the bottom, a blue banner lists the following roles and names: Chief Patron: Dr. N. Vijaya Bhaskar Choudary (Founder & Chancellor); Patron: Mr. N. Dwarakanath (Pro Chancellor) & Mrs. Keerthi Nadella (Executive Director); Program Chair: Dr. C. Yuvaraj (Vice Chancellor (I/C)); Program Co-Chair: Dr. D. Pradeep Kumar (Registrar (I/C)); Convenors: Dr. K. Sathesh (CRS-Coodinator); Coordinators: Dr. E. Aravindraj (Technical Coodinator) & Dr. B. Rajesh Kumar (Program Coodinator); Co- Coordinators: Mr. M. Narasimhacharu (Program Manager) & Mr. B. Pawan Kumar (AV Technician). The website www.mits.ac.in and social media icons for Facebook, Instagram, LinkedIn, and YouTube are at the bottom.

World Radio Day was celebrated with great enthusiasm on 13<sup>th</sup> February 2026 at Seminar Hall A, MITS Deemed to be University, under the aegis of MITS Community Radio 90.8. The event aimed to highlight the significance of radio as a powerful medium of communication that connects communities, promotes local culture, spreads awareness, and contributes to social development. The celebration brought together faculty members, students, coordinators, radio

team members, and dignitaries to reflect upon the role of community radio in nation-building and grassroots empowerment.



*Figure: Audience at WORLD RADIO DAY Celebration*

The program commenced with an enthusiastic start by Radio Jockey Sai Poojitha (1<sup>st</sup> MBA Student), who took the initiative as the anchor of the event. She gracefully invited all dignitaries onto the dais. The ceremonial lighting of the lamp marked the formal inauguration of the event, symbolizing knowledge, positivity, and enlightenment.



*Figure 1: Welcome Address by Dr. B. Rajesh Kumar, Asst. Prof., Dept. of MBA*

The program commenced with a Prayer Song, and Lighting of the Lamp. Dr. B. Rajesh Kumar, Program Coordinator, MITS Community Radio, delivered the welcome speech with opening remarks. He emphasized that Community radio is a powerful platform that empowers local voices and brings community issues to the forefront. It gives space to rural communities, youth, and marginalized groups to share their stories and ideas. Students have a responsibility to create meaningful, ethical, and socially relevant content.

They must ensure their programs educate, inspire, and positively impact society. Creativity and innovation are essential to keep radio engaging and relevant. By combining commitment and creativity, community radio becomes a strong tool for social change.

Shri. M. Narasimhacharlu, Program Manager, spoke about Radio plays a crucial role in community engagement by connecting people, sharing local information, and strengthening social bonds. It serves as a trusted medium that reaches diverse audiences and encourages public participation. In today's digital era, content creation has become increasingly important in shaping opinions and spreading awareness. Creative and relevant content helps attract listeners and keeps the medium vibrant and impactful. There is a strong need for quality, informative, and well-researched programs that address real community issues. Radio must remain socially responsible by promoting positive values, education, and inclusive development.



*Figure 2: About World Radio Day - Sri. M. Narasimhacharlu, Program Manager, MITS Radio 90.8*

Dr. Bhanusree Reddy, Dean – School of Management, stated: Radio is a powerful instrument for creating social awareness and spreading meaningful information to the community. It educates, informs, and motivates people to participate in social and developmental activities.



*Figure 3: Address by Dr. Bhanusree Reddy, Dean – School of Management*

MBA students play a crucial role in community development initiatives through leadership and strategic thinking. They can use their managerial skills to design impactful programs and outreach activities. Community radio acts as a bridge between academic learning and real-world service. It provides students with practical exposure while contributing positively to society. Mrs. GB Renuka (CSE Department – Radio Coordinator): Students were encouraged to actively participate in content creation to express their ideas and enhance their communication skills. The academic benefits of radio involvement were highlighted, as it provides practical exposure, experiential learning, and boosts confidence. The importance of interdisciplinary collaboration was emphasized to create diverse, enriched, and socially impactful programs.



*Figure 4: Address by Mrs. GB Renuka, Asst. Prof., Dept. of CSE*

Dr. K. Sathesh, MITS Radio Coordinator: The collective team effort was sincerely appreciated, recognizing the dedication and coordination behind every successful program. The valuable contributions of each radio team member were acknowledged for their commitment and hard work. The importance of live call-in programs was highlighted as they strengthen listener engagement and community interaction, while the significance of skilled Radio Jockeys was emphasized for their ability to connect with audiences confidently and creatively.



*Figure 5: Address by Dr. K. Sathesh, Coordinator, MITS Radio 90.8*

Dr. P. Ramanathan, Principal, emphasized that Community radio should focus on addressing local issues and giving voice to the needs and concerns of the community. It must prioritize social development and public service rather than profit-making motives. Students and volunteers have a responsibility to use this platform ethically and responsibly for the welfare and empowerment of society.



*Figure 6: Presidential Address by Dr. P. Ramanathan, Principal, MITS*

Mr. T. G. Ravi Kumar, Executive Council Member, MITS Deemed to be University has recognized outstanding contributions, Mrs. G. B. Renuka from the CSE Department was honored with the Best Performer – Coordinator Award for her exceptional dedication and leadership. Sai Srivallika and Sai Poojitha were awarded Best Performers – Radio Jockeys in appreciation of their remarkable performance and commitment. As a token of recognition for their excellence and sincere efforts, they were presented with radios as prizes.



*Figure 7: Mr. T. G. Ravi Kumar recognized the Best Performer – Coordinator*

MBA students presented vibrant cultural performances that truly captivated and energized the audience. The entire program was conducted in an enthusiastic and lively atmosphere, creating a memorable experience for everyone present. The excellent coordination, confident anchoring, inspiring speeches, and engaging performances clearly reflected strong teamwork, creativity, and commitment.

The program concluded with the Vote of Thanks delivered by Dr. E. Aravindraj, Technical Coordinator, MITS Radio 90.8 who sincerely expressed his gratitude to the dignitaries, faculty members, students, organizing committee, and the technical and radio teams. He appreciated their collective support, dedication, and coordination in making the celebration a grand and memorable success.



*Figure 8: Vote of Thanks by Dr. E. Aravindraj Technical Coordinator, MITS Radio 90.8*

The World Radio Day celebration at MITS Deemed to be University was not merely a commemorative event, but a meaningful platform for reflection, recognition, and reaffirmation of the transformative power of community radio. The event clearly demonstrated that radio is a service-oriented medium that connects people, disseminates knowledge, empowers communities, and contributes significantly to sustainable social and community development.

### **Key Outcomes of the Event**

- The event provided students with valuable practical exposure in anchoring, content creation, live program handling, and event coordination.
- The speeches and discussions emphasized social development, public welfare, rural outreach, and the vital connection between government and society. This reinforced the importance of social responsibility in higher education and encouraged students to actively contribute to community progress.
- Through the recognition of performers, encouragement of Radio Jockey talent, vibrant cultural performances, and focus on community issues, the event promoted local talent and preserved cultural values. This initiative fostered inclusive growth, empowerment, and a deeper sense of community belonging.

### Alignment with UN Sustainable Development Goals (SDGs)

- **SDG 4 – Quality Education:** The program promoted experiential learning through active participation in radio activities and encouraged skill-based development in communication, leadership, and media management.
- **SDG 5 – Gender Equality:** The recognition of women coordinators and Radio Jockeys reflected the commitment to equal opportunity and inclusive participation.
- **SDG 11 – Sustainable Cities and Communities:** The event promoted local culture, community engagement, and inclusive growth.

### Newspaper Clip:

## సాక్షి

### నిన్నటి జ్ఞాపకం.. రేపటి అవసరం రేడియో

కురబలకోట : స్మార్ట్ఫోన్లు, టీవీల సందడి ఎంత ఉన్నా ఇప్పటికీ రేడియో కార్యక్రమాలు ప్రత్యేకంగా నిలుస్తున్నాయని అంగళ్లులోని మిట్స్ ఎగ్జిక్యూటివ్ కౌన్సిల్ సభ్యులు టీజీ రవికుమార్ అన్నారు. శుక్రవారం యూనివర్సిటీలో ప్రపంచ రేడియో దినోత్సవ కార్యక్రమంలో ఆయన మాట్లాడుతూ నేటి తరానికి కొంత వింతగా తోచినా పాత తరం వారికి రేడియోతో విడదీయరాని బంధం కొనసాగిందన్నారు. ఏమాత్రం లాభాపేక్ష లేకుండా దశాబ్దాలుగా సేవలు అందించడం గొప్ప విషయమన్నారు. విజ్ఞానాన్ని వినోదాన్ని పంచడమే కాకుండా ఒంటరి సమయాల్లో నిజ స్నేహితుడిలా తోడుగా కాలక్షేపాన్ని ఇచ్చిందని చెప్పారు. వివిధ వార్తాల సమాచారంతో ఆలిండియా రేడియో.. ఆల్ ఇండియా రేడియోగా పేరు తెచ్చుకుందని కొనియాడారు. ఫేక్ న్యూస్ రాజ్యమేలుతున్న నేటి సోషల్ మీడియా కాలంలో రేడియో ఆది నుంచి కూడా విశ్వసనీయ సమాచారం అందజేసిందని తెలియజేశారు. మారు



విజేతలకు పురస్కారం అందజేస్తున్న టీజీ రవికుమార్

తున్న కాలానుగుణంగా రేడియో మార్పులు చెందుతూ వచ్చిందని అన్నారు. ఎలక్ట్రానిక్స్, కమ్యూనికేషన్స్, సిగ్నల్ ప్రాసెసింగ్, ఆడియో టెక్నాలజీ వంటి అంశాల్లో ప్రత్యక్ష అనుభవం ద్వారా సాంకేతిక నైపుణ్యాలను మెరుపుపరచుకోవచ్చన్నారు. విద్య, వినోదం, ఆరోగ్యం, ఆధ్యాత్మికత, జానపదం, వ్యవసాయం వంటి రంగాల్లో ఉపయోగకరమైన సమాచారం అందుతోందన్నారు. రేడియో దినోత్సవాన్ని పురస్కరించుకుని నిర్వహించిన పోటీలలో విజేతలకు నగదు పురస్కారం అందజేశారు.