

A Report on

A Special Sports Awareness and Student Motivation Programme by MITS Community Radio 90.8: Kreedha Sanchika – National Sports Day Special Programme

28.08.2026 (Friday)



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Introduction

MITS Community Radio 90.8 organised and presented a special programme titled “Kreedha Sanchika – National Sports Day Special Programme” on the occasion of National Sports Day, observed on 28 August 2026. The programme was designed to create awareness among students about the importance of sports, physical fitness and active participation in sporting activities.

National Sports Day is observed in India to commemorate the birth anniversary of Major Dhyan Chand, one of India's most celebrated hockey players. The programme used this occasion to highlight the importance of sports in student life and to inspire young people to actively participate in physical and recreational activities.

The programme was initiated and conducted through an interview-based format by Sri. M.



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Narasimhacharlu, Programme Coordinator, MITS Community Radio 90.8. The discussions brought together MITS student athletes, an experienced sports professional and the Physical Education Director.

Purpose of the Programme

The major purpose of the programme was to:

- Promote awareness about the importance of sports and physical fitness.
- Encourage students to participate actively in sports.
- Highlight the role of sports in developing discipline and confidence.
- Promote teamwork, leadership and determination.
- Motivate students to balance academics and sports.
- Create awareness about opportunities in sports at institutional, university and higher levels.
- Showcase the achievements and experiences of MITS student athletes.

Central Theme

“Sports and academics should complement each other.”

The programme emphasised that sports should not be viewed merely as a competitive activity but as an important component of holistic personality development.

Objectives of the Programme

The *Kreeda Sanchika* programme was organised with the following objectives:

Objective 1: Promote Physical Fitness

To create awareness among students regarding the importance of regular physical activity, exercise, fitness and a healthy lifestyle.

Objective 2: Develop Life Skills

To highlight how sports contribute to the development of discipline, confidence, teamwork, leadership, determination and mental strength.

Objective 3: Encourage Sports Participation

To motivate students to utilise institutional sports facilities and participate in competitions at institutional, inter-university, South Zone and higher levels.

Objective 4: Promote Academic–Sports Balance

To communicate the importance of maintaining a healthy balance between academic responsibilities and sports activities.

Objective 5: Provide Sporting Inspiration

To expose students to the real-life experiences of student athletes and sports professionals and

encourage them to pursue their sporting interests with dedication.

5. Major Themes Discussed

The programme covered several important themes:

- Physical fitness and healthy lifestyle
- Sports and personality development
- Discipline and regular practice
- Teamwork and leadership
- Confidence building
- Nutrition and hydration

Student Athlete Experiences

Interaction with MITS Student Athletes

A major strength of the programme was the inclusion of MITS student athletes who shared their personal experiences, achievements and challenges.

Nageshwari – Chess Player



Nageshwari, a fourth-year B.Tech student at MITS, shared her experience as a chess player. She has represented the South Zone in Chess on two occasions.

She explained that her interest in chess developed during her school days and that she continued practising the game without formal coaching. Her journey demonstrated the importance of self-motivation, continuous practice and perseverance.



She also appreciated the encouragement and support provided by MITS, which enabled her to participate in tournaments while continuing her academic responsibilities.

Her future aspiration is to become a chess arbiter while simultaneously building her professional career.

Key Learning from Her Experience

- Consistent practice can develop sporting ability.
- Students can pursue sports alongside academics.
- Institutional encouragement plays an important role in student participation.
- Sports can create alternative career opportunities.
- Self-discipline and perseverance are essential for success.

Siddhartha – Volleyball Player

Siddhartha, a student representative of the South Zone in Volleyball, shared his experiences of participating in competitive volleyball.

He comes from a family with a strong volleyball background, with both his father and brother having experience as state-level volleyball players.

He explained how participation in South Zone competitions helped him improve his sporting skills and confidence.

He particularly highlighted the importance of:

- Physical fitness
- Proper preparation
- Nutrition
- Adequate sleep
- Regular practice
- Mental preparedness
- Balancing academics and sports

Key Learning from His Experience

His experience demonstrated how a supportive environment, family inspiration, disciplined practice and institutional opportunities can encourage students to progress towards higher levels of sporting competition.

EXPERT INSIGHTS AND SPORTS GUIDANCE

Interaction with Mr. Vijay Kumar – Former Indian Air Force Athletic Coach

Mr. Vijay Kumar, former Indian Air Force Athletic Coach, shared valuable insights based on his

23 years of experience in athletic coaching.

He explained various aspects of athlete development, including identifying sporting talent, improving physical fitness and enhancing performance.

Major Points Highlighted

He emphasised the importance of:

- Discipline
- Regular training
- Proper warm-up
- Cool-down exercises
- Nutrition

He motivated students to establish realistic goals and work consistently towards achieving them.

Key Message

Mr. Vijay Kumar emphasised that sports are not merely about winning medals. They contribute to the development of a:

Healthy Body + Strong Mind + Discipline + Leadership + Teamwork + Confidence

His interaction provided students with practical insights into athletic training and the qualities required for long-term sporting success.

Interaction with Dr. C. Damodaran – Physical Education Director



Dr. C. Damodaran, Physical Education Director, explained the significance of National Sports Day and the importance of remembering the contribution of Major Dhyana Chand.



He highlighted the role of sports in developing:

- Discipline
- Teamwork
- Leadership
- Determination
- Healthy lifestyle
- Mental strength
- Confidence
- Ability to handle pressure

He stressed that academics and sports should go hand in hand for the holistic development of students. Regular physical activity, according to the discussion, helps students remain energetic and focused and enables them to better handle academic pressure, challenges and setbacks.

Sports Facilities and Student Engagement At MITS

Sports Facilities Available at MITS

The programme also highlighted the availability of various sports facilities at MITS, providing students with opportunities to develop their sporting interests and physical abilities.

Outdoor Sports Facilities

- Football
- Volleyball – Men and Women
- Throwball
- 100-metre track

Indoor Sports Facilities

- Table Tennis
- Carrom
- Chess

In addition to these facilities, students have opportunities to participate in recreational and other physical activities.

Opportunities for Students

The programme encouraged students to make effective use of available facilities and participate in competitions at different levels.

Students can develop their sporting capabilities through:



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Institutional Participation → University-Level Competitions → South Zone Competitions → Higher-Level Competitions

The experiences shared by Nageshwari and Siddhartha demonstrated that students can successfully pursue competitive sports while continuing their academic programmes.

Role of Institutional Support

The programme also brought attention to the importance of institutional encouragement in developing student athletes.

Institutional support can contribute to:

- Participation in tournaments
- Development of sporting skills
- Confidence building
- Exposure to competitive environments
- Academic–sports balance
- Recognition of sporting talent
- Holistic student development

Thus, sports facilities and encouragement together create a supportive environment for students to explore and develop their abilities.

Major Outcomes of the Programme

Outcome 1: Increased Awareness of Physical Fitness and Healthy Lifestyle

The programme created awareness among students about the importance of regular physical activity, fitness, nutrition, hydration, adequate sleep and recovery. It reinforced the message that maintaining physical fitness is essential for a healthy and productive student life.

Outcome 2: Enhanced Awareness of Life Skills and Personality Development

The experiences and expert guidance demonstrated that sports contribute significantly to discipline, confidence, teamwork, leadership, determination, resilience and mental strength. Students were encouraged to view sports as an important avenue for overall personality development.

Outcome 3: Encouragement for Greater Sports Participation and Academic–Sports Balance

The programme motivated students to actively participate in sports and make effective use of MITS sports facilities. It reinforced the idea that students can pursue sporting interests while maintaining their academic responsibilities and can aspire to participate in university, South Zone



and higher-level competitions.

15. Conclusion

The “Kreedha Sanchika – National Sports Day Special Programme” organised by MITS Community Radio 90.8 was a meaningful awareness and motivational initiative aimed at promoting sports participation, physical fitness and holistic student development.

The programme successfully showcased the experiences of MITS student athletes and provided students with valuable guidance from an experienced athletic coach and the Physical Education Director. The discussions emphasised that sports contribute not only to physical fitness but also to discipline, confidence, teamwork, leadership, resilience and mental strength.

The central message that “Sports and academics should complement each other” provided an important perspective for students. The programme encouraged students to actively participate in sports, utilise available institutional facilities, pursue their sporting interests with dedication and maintain a balanced approach towards academics and extracurricular activities.

Overall Impact

The *Kreedha Sanchika* programme served as an effective awareness and motivational initiative by bringing together student athletes, a sports professional and the Physical Education Director. The personal experiences of the student athletes made the programme relatable to students, while the professional guidance provided practical knowledge about fitness, training, nutrition, recovery and mental strength.

The programme therefore contributed to promoting a culture of:

Fitness → Discipline → Participation → Teamwork → Leadership → Confidence → Holistic Development

Alignment with United Nations Sustainable Development Goals

The programme aligns particularly with the following United Nations Sustainable Development Goals (SDGs):

SDG 3: Good Health and Well-being

Promoted physical fitness, regular physical activity, healthy lifestyle, nutrition, hydration, sleep and mental well-being.

SDG 4: Quality Education

Promoted holistic student development by encouraging students to combine academic learning with sports, life skills, teamwork and leadership development.

SDG 10: Reduced Inequalities

Encouraged broader participation and opportunities for students to develop sporting talent and



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represent the institution at higher levels.