MITS
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
(Deemed to be University under section 3 of UGC Act, 1956)
www.mits.ac.in

MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

POSHAN MAAH 2026-REPORT

1. Community Radio Station – Activity Report

MITS Radio 90.8 Community Radio Station, operated by Madanapalle Institute of Technology & Science (MITS), Deemed to be University, Madanapalle, conducted a series of special community outreach radio programmes as part of **POSHAN MAAH 2026 (National Nutrition Month)** during September 2026. The programmes were broadcast under the title *"Mana Anganwadi – Mana Badhyatha" (*మన అంగన్‌వాడీ – మన బాధ్యత*)*, meaning "Our Anganwadi – Our Responsibility."

The initiative aimed to create awareness among rural communities about the importance of nutrition, dietary diversity, protein consumption, freshly cooked nutritious meals, maternal and child health, and early childhood development. The programmes highlighted the role of Anganwadi Centres and community participation in promoting healthy eating habits and preventing malnutrition.

2. Theme / Objective

Theme: Promoting Nutrition, Dietary Diversity, Maternal and Child Health, and Early Childhood Development under POSHAN MAAH 2026.

Objectives:

1. To create awareness about the importance of dietary diversity and adequate protein consumption for women and children.
2. To promote the consumption of balanced, nutritious meals prepared using locally available food ingredients.
3. To highlight the importance of freshly cooked, hot meals at Anganwadi Centres in supporting children's health and development.
4. To create awareness about the relationship between proper nutrition, brain development, physical growth, immunity, and learning abilities in children.
5. To educate pregnant women, lactating mothers, Anganwadi workers, helpers, and community members about the prevention of malnutrition and the importance of maternal and child nutrition.
6. To highlight the role of Anganwadi Centres in providing nutrition support, early childhood care, and community-level awareness.

7. To utilise community radio as an effective communication platform for disseminating nutrition-related information in rural areas and supporting the objectives of POSHAN Abhiyaan.

3. Activities Conducted by the Community Radio Station

MITS Radio 90.8 CRS conducted and broadcast three special awareness programmes under the series *"Mana Anganwadi – Mana Badhyatha"* during September 2026.

Programme 1: Dietary Diversity and Protein Consumption

- **Broadcast Date:** 10 September 2026
- **Time:** 12:00 Noon
- **Duration:** 15 minutes
- **Location Covered:** Anganwadi Kendram, Molakavaripalle

The programme focused on the importance of consuming a variety of foods and including adequate protein in the daily diet. It highlighted sources of quality protein, the importance of a balanced diet for women and children, and the role of healthy eating habits in strengthening immunity and preventing malnutrition. An awareness session was also conducted at the Anganwadi Centre as part of the community outreach initiative.

Programme 2: Freshly Cooked, Hot Meals at Anganwadi Centres

- **Broadcast Date:** 15 September 2026
- **Time:** 12:00 Noon
- **Duration:** 19 minutes
- **Location Covered:** Anganwadi Kendram, Kurabalakota

The programme highlighted the importance of providing freshly cooked, hot, and nutritious meals at Anganwadi Centres. It emphasised the contribution of nutritious food to children's physical growth, overall health, and development. The programme also highlighted the responsibilities of Anganwadi workers and community members in promoting child nutrition, maternal health, and awareness of the benefits of nutritious meals.

Programme 3: Early Stimulation for Child Development through Nutrition

- **Broadcast Date:** 24 September 2026
- **Time:** 12:00 Noon
- **Duration:** 17 minutes
- **Location Covered:** Anganwadi Kendram, Drebellapalle

The programme focused on the importance of proper nutrition and early childhood stimulation for the holistic development of children. It highlighted the relationship between nutrition, brain development, memory, attention, physical growth, and learning abilities. The programme also emphasised the role of Anganwadi Centres, parents, and caregivers in supporting children's early development and preventing malnutrition.

Additional Outreach and Documentation Activities

- Prepared and published programme posters highlighting the objectives and key messages of the three nutrition awareness programmes.
- Disseminated programme-related information through Instagram, Facebook, X (Twitter), and YouTube Community posts.
- Recorded and preserved the three audio programmes for documentation and reporting.
- Documented the outreach activities through photographs and video content.
- Secured newspaper coverage of the POSHAN MAAH 2026 community awareness initiative, as evidenced by the submitted newspaper clippings.
- Broadcast four jingles and two spots to support the nutrition awareness campaign.
- Promoted community awareness regarding dietary diversity, maternal and child health, nutritious meals, and the importance of Anganwadi services.

Through these activities, MITS Radio 90.8 CRS utilised community broadcasting and field-level outreach to disseminate nutrition-related information and encourage community participation in the objectives of POSHAN MAAH 2026.

4. Details of Special Radio Programmes

Programme Name **:** Mana Anganwadi – Mana Badhyatha

Telugu : మన అంగన్‌వాడీ – మన బాధ్యత

English meaning : Our Anganwadi – Our Responsibility

1. Dietary Diversity and Protein Consumption

Date of Broadcast **:** 10 September 2026

Time **:** 12:00 Noon

Duration **:** 15:00 Minutes

Topic **:** **Dietary Diversity and Protein Consumption –**

Telugu	:	**ఆహార వైవిధ్యం – ప్రోటీన్ల వినియోగం**
Transliteration	:	**Aahaara Vaividhyam – Proteinla Viniyogam**

2. Freshly Cooked, Hot Meals at Anganwadi Centres

Date of Broadcast	:	**15 September 2026**
Time	:	**12:00 Noon**
Duration	:	**19:00 Minutes**
Topic	:	**Freshly Cooked, Hot Meals at Anganwadi Centres -**
Telugu	:	**అంగన్‌వాడీ కేంద్రాల్లో తాజాగా, వేడిగా వండిన ఆహారం**
Transliteration	:	**Anganwadi Kendralalo Taajaga, Vediga Vandin Aahaaram**

3. Early Stimulation for Child Development through Nutrition

Date of Broadcast	:	24 September 2026
Time	:	12:00 Noon
Duration	:	**17:00 Minutes**
Topic	:	**Early Stimulation for Child Development through Nutrition**
Telugu	:	**బాల్యవికాసం కోసం పోషణతో కూడిన ప్రారంభ ఉద్దీపన**
Transliteration	:	**Baalya Vikaasam Kosam Poshanatho Koodina Praarambha Uddeepana**

5. Key Messages Covered :

1. **Dietary Diversity and Protein Consumption:** Highlighted the importance of dietary diversity and protein consumption for maintaining good health and supporting the growth and development of women and children.

2. **Freshly Cooked, Hot Meals at Anganwadi Centres:** Emphasised the importance of freshly cooked, hot meals at Anganwadi Centres and their role in supporting children's nutrition, health, and physical growth.
3. **Early Stimulation for Child Development through Nutrition:** Highlighted the role of proper nutrition and early stimulation in supporting children's brain development, physical growth, and overall development.
4. **Nutrition Awareness through Anganwadi Services:** Emphasised the role of Anganwadi Centres in promoting nutrition awareness and supporting maternal and child health at the community level.
5. **Community Outreach through Community Radio:** Disseminated nutrition-related awareness messages through three special radio programmes under the series *"Mana Anganwadi – Mana Badhyatha" (మన అంగన్‌వాడీ – మన బాధ్యత)* as part of POSHAN MAAH 2026.

6. Target Audience / Community :

Women, pregnant women, lactating mothers, parents and caregivers of young children, Anganwadi workers, and members of the local communities in Molakavaripalle, Kurabalakota, and Drebellapalle.

7. Programme Reach and Outreach

Total Programmes Broadcast	**:**	3
Total Broadcast Duration	**:**	52:00 Minutes
Number of Jingles/Spots Broadcast	**:**	6 (Zingles-4,Spots-2)
Number of Interactive/Phone-in Programmes	**:**	0
Estimated Listener Reach	**:**	500
Villages/Areas Covered	**:**	3

8. Key Outcomes / Impact

1. Broadcast three special nutrition awareness programmes under the series *"Mana Anganwadi – Mana Badhyatha"* as part of POSHAN MAAH 2026.
2. Disseminated key messages on dietary diversity, protein consumption, nutritious meals at Anganwadi Centres, and early childhood development through nutrition.
3. Reached an estimated audience of **500 listeners** through community radio broadcasting and nutrition awareness initiatives.
4. Extended programme coverage to **three villages/areas**: Molakavaripalle, Kurabalakota, and Drebellapalle.

5. Supplemented the radio programmes with **four jingles and two spots** to reinforce nutrition awareness messages.
6. Utilised social media posts, photographs, video recordings, and newspaper coverage to support the dissemination and documentation of the POSHAN MAAH 2026 campaign.
7. Supported community-level awareness of the role of Anganwadi Centres in promoting maternal and child nutrition and healthy practices.

9. **Listener / Community Feedback :**

The outreach activities at Anganwadi Centres in Molakavaripalle, Kurabalakota, and Drebellapalle supported the dissemination of nutrition awareness messages among local communities.

10. Media and Documentation

Photographs	**:**	10 Nos.
Audio Programmes/Recordings	**:**	3 Nos.
Video Clips	**:**	1 Nos.
Newspaper/Media Coverage	**:**	2 Nos.
Social Media Posts	**:**	12 Nos.
Links to Audio/Video/Social Media/ Posts	**:**	

1. Instagram Post

a) Dietary Diversity and Protein Consumption – https://www.instagram.com/mits_radio_90.8/p/DeYfmgVgQtX/

ఆహార వైవిధ్యం – ప్రోటీన్ల వినియోగం

(Agara Vaividhyam Protein la Viniyogam)

b) Freshly Cooked, Hot Meals at Anganwadi Centres –

https://www.instagram.com/mits_radio_90.8/p/DeYf8LVga4L/

అంగన్‌వాడీ కేంద్రాల్లో తాజాగా, వేడిగా వండిన ఆహారం

(Anganwadi kendralalo tajaga vediga vondinana Agaram)

c) Early Stimulation for Child Development through Nutrition

https://www.instagram.com/mits_radio_90.8/p/DeYgEJXAQN3/

బాల్యవికాసం కోసం పోషణతో కూడిన ప్రారంభ ఉద్దీపన

(Balyavikasam kosam posana prarambha uthivepana)

2. Facebook Post

a) Dietary Diversity and Protein Consumption –

https://www.facebook.com/permalink.php?story_fbid=pfbid031qMecaJgB149oMG1gNkn1vAbDVHvxrFKwheemQYbYqN6Z4nGGV5JVkVmCZp7oP5ql&id=61593450212160

ఆహార వైవిధ్యం – ప్రోటీన్ల వినియోగం

(Agara Vaividhyam Protein la Viniyogam)

b) Freshly Cooked, Hot Meals at Anganwadi Centres –

https://www.facebook.com/permalink.php?story_fbid=pfbid0CZJwBygQG5hzK1DsNcrFad8tKt1BHxJT3gsZt125qhN4gkAWKf6ejPucPyLcEyYRl&id=61593450212160

అంగన్‌వాడీ కేంద్రాల్లో తాజాగా, వేడిగా వండిన ఆహారం

(Anganwadi kendralalo tajaga vediga vondinana Agaram)

c) Early Stimulation for Child Development through Nutrition

https://www.facebook.com/permalink.php?story_fbid=pfbid0Lqj3akQ5zztmTk5rdKKvFw17ZxcisjBK7PAAKCGVULsfqdR237jJh6JAME6xZswRl&id=61593450212160

బాల్యవికాసం కోసం పోషణతో కూడిన ప్రారంభ ఉద్దీపన

(Balyavikasam kosam posana prarambha uthivepana)

3. X (Twitter) Post

a) Dietary Diversity and Protein Consumption –

https://x.com/Mitsradio908cr/status/2109519516682375450/photo/1

ఆహార వైవిధ్యం – ప్రోటీన్ల వినియోగం

(Agara Vaividhyam Protein la Viniyogam)

b) Freshly Cooked, Hot Meals at Anganwadi Centres –

https://x.com/Mitsradio908cr/status/2109519709532233984/photo/1

అంగన్‌వాడీ కేంద్రాల్లో తాజాగా, వేడిగా వండిన ఆహారం

(Anganwadi kendralalo tajaga vediga vondinana Agaram)

c) Early Stimulation for Child Development through Nutrition

https://x.com/Mitsradio908cr/status/2109520019738800404/photo/1

బాల్యవికాసం కోసం పోషణతో కూడిన ప్రారంభ ఉద్దీపన

(Balyavikasam kosam posana prarambha uthivepana)

4. YouTube Community Post

a) Dietary Diversity and Protein Consumption –

https://www.youtube.com/post/Ugkx6vOwMBchGsmrqfu_4_yLIWSdC9gPqkss

ఆహార వైవిధ్యం – ప్రోటీన్ల వినియోగం

(Agara Vaividhyam Protein la Viniyogam)

b) Freshly Cooked, Hot Meals at Anganwadi Centres –

https://www.youtube.com/post/UgkxDh4J-FOu-IvHyuWP_jf7NHwlXG0sSgIu

అంగన్‌వాడీ కేంద్రాల్లో తాజాగా, వేడిగా వండిన ఆహారం

(Anganwadi kendralalo tajaga vediga vondinana Agaram)

c) Early Stimulation for Child Development through Nutrition

https://www.youtube.com/post/UgkxnJprZWLcw4Vp-UMzjV4o-KfIEJwDyMnt

బాల్యవికాసం కోసం పోషణతో కూడిన ప్రారంభ ఉద్దీపన

(Balyavikasam kosam posana prarambha uthivepana)

5. YouTube Video

Poshan Mah 2026

https://www.youtube.com/watch?v=pvOxjhvOwaA&t=741s

11. Success Story / Case Study

- As part of POSHAN MAAH 2026, MITS Radio 90.8 Community Radio Station implemented a nutrition awareness initiative under the programme series *"Mana Anganwadi – Mana Badhyatha" (*మన అంగన్‌వాడీ – మన బాధ్యత*)*. The initiative comprised three special radio programmes focusing on dietary diversity and protein consumption, freshly cooked, hot meals at Anganwadi Centres, and early stimulation for child development through nutrition.
- The programmes were supported by community outreach activities at Anganwadi Kendrams in Molakavaripalle, Kurabalakota, and Drebellapalle. Through radio broadcasting and digital media

dissemination, the initiative aimed to improve awareness of nutrition, maternal and child health, and the role of Anganwadi services in promoting healthy growth and early childhood development.

- The initiative recorded three special radio broadcasts, four jingles, and two spots, with an estimated listener reach of 500 across three villages/areas. Programme posters, audio recordings, video documentation, social media posts, and newspaper coverage provided supporting evidence of the awareness campaign.

Outcome: The initiative established a community radio-based platform for disseminating nutrition awareness messages during POSHAN MAAH 2026 and strengthened the outreach of MITS Radio 90.8 CRS to the surrounding communities.

Prepared & Submitted by

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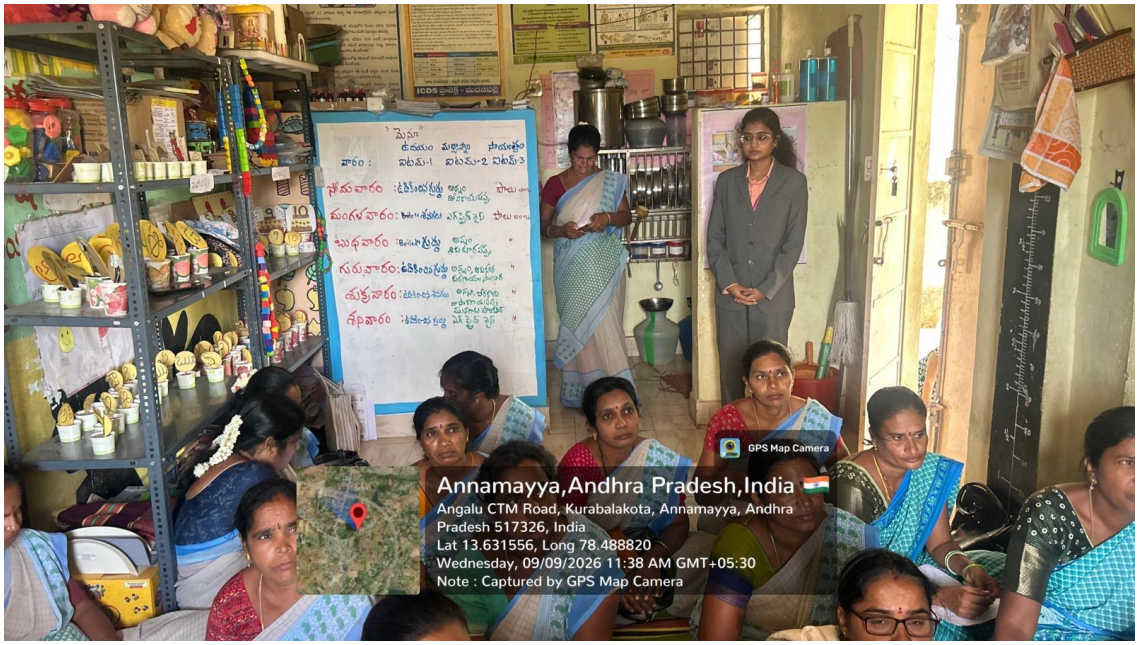
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MITS Radio 90.8 CRS – Voice of the Community

Annexures:

AG1:_Anganwadi Kendram_Molakavaripalle





AG2:_Anganwadi Kendram Kurabalakota





AG3: Anganwadi Kendram Dreballapalle



