

Community Radio report

GMRIT got an opportunity to have an MOU with MIB, Govt. of India to establish the CRS in 2012 and started its operations on 05.06 2013 against the release of Wireless Operating License (WOL) by WPC wing, DOT. Presently GMR Radio is broadcasting in 90.4MHz for 7 hours between 6AM – 9.30AM and 5.30PM – 9PM with society needy content.

GMRIT CRS covers 12 – 15 Kms aerial radius from its transmitting station (GMRIT, Rajam). It covers around 78 villages to serve the different communities. Here communities broadly classified in three categories. They are student, rural and semi urban communities.

With the philosophy of giving back to the society GMR radio attempts serving the needs of the population in the region of Rajam. GMRIT community radio being a media channel in the under developed area, addresses the communities viz students, farmers, commercial and industrial communities.

GMR Community Radio 90.4FM- Rajam-Vizianagaram_Dt, Andhra Pradesh

Srikakulam being one of the backward district of AP, the communities need help in building their awareness on variety of issues ranging from child health care to employment and higher education opportunities of the youth.

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Rajam region is famous for stage artists. GMRIT CRS provides the platform to exhibit their talents to the public.

GMR Radio is broadcasting in **90.4MHz** for 7 hours between **6AM – 9.30AM and 5.30PM – 9PM** with society needy content. GMR Institute of Technology, which attracts majority of students from the Srikakulam District, has enthusiastic and service minded students, who can interact with the rural community amicably as most of them hail from rural areas. Around 90 talented students are performed as volunteers for the activities in CRS like RJ's , script writers, content editors, Recording and digital mixing , live programmes etc.

The volunteers will approach the village community and collect the information related to the issues. The suggestions/solutions thus obtained will be transmitted through phone-in-live programmes, recorded content, awareness camps, motivational talks and peer group discussions.

Smt. Killi Krupa Rani- Minister of State for Communications and IT, GOI Addressing the Public through GMR Radio 90.4FM on the occasion of Inaugural function on 05.06.2013

Various activities performed throughout the academic years 2021-2022 in CRS

Student community:

- With the campus being one of the best in Andhra Pradesh and all state-of-the-art amenities given, Community Radio is one among them. The Radio station enables the students to participate in the community outreach programs and involving the student's fraternity in the community development for sustainable development. The campus being away from the city environment, this gives ample pastime for the students. Presently around 70 student volunteers are actively participating in creation of various programmes to broadcast through CRS.

Outcome:

- Awareness on Covid-19 and Precaution measures to local Community
- Improved knowledge on Importance of safe drinking water, personal hygiene and disadvantages of open defecation
- Importance of girl child education in rural villages
- Improved knowledge on preventive measures during Pregnancy, Lactation and importance of nutrition
- Awareness on agriculture crops, diseases and govt schemes through Agriculture department
- Significance of commemoration days