

## **Community Radio report**

### **Vision:**

To be the most preferred FM radio for information and entertainment of Rajam and its suburban community enlightening on the various issues related to education, health, agriculture and entertainment.

### **Mission:**

To provide platform for information sharing and build the sustainable community by broadcasting the relevant information and entertain the respective communities in the region.

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 7hours between 6AM – 9.30AM and 5.30PM – 9PM with society needy content.

GMRIT CRS covers 15 – 20 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 semiurban 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-Srikakulam\_Dt, AndhraPradesh**

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.

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 covers 12 – 15 Kms aerial radius from its transmitting station (GMRIT, Rajam). It covers around 78 villages to serve the different communities. The programmes are essentially intended to increase the awareness among communities on agriculture, health, educational and livelihood related issues.

Rajam region is famous for stage artists. GMRITCRS 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 2015 -2020 in CRS

### **Student community:**

The campus being one of the best in Andhra Pradesh with all state of the art facilities provided, We are adding one more feather in the cap of GMRIT in the form of Community Radio. The Radio station would help in bringing out the inmate creative talents of the students to the front while also reaching out to them on various co-curricular activities. The campus being away from the city environment, this gives ample pastime for the students. Presently around 100 student volunteers are actively participating in creation of various programmes to broadcast through CRS.

### **Project completed in CRS:**

A programme to create awareness on Health & Nutrition for woman &child amongst weaker sections in rural area of Rs 17,00,000/- by Dr G.Manmadha Rao under the scheme NCSTC - DST during July 2016 to July 2018

### **Outcome:**

- 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
- 50% of mothers will consult the qualified doctors for health related problems
- Awareness on agriculture crops, diseases and govt schemes through Agriculture department
- Awareness on importance of soil testing among the farmers and Decreased use of chemical fertilizers
- Awareness on Dry and Wet waste management to rural people.

### The following are the activities conducted by GMR Community Radio

Date and duration of the initiative	Name of the initiative	Issues addressed	Number of participating students and staff
27-07-2015	Dept. of Consumer Affairs Campaign	Awareness Programme	public
04-09-2015	Dept. of Consumer Affairs Campaign	Awareness Programme	public
05-10-2015	Dept. of Consumer Affairs Campaign	Awareness Programme	public
16-10-2015	Mission Indradhanush	Awareness Programme	public
29-10-2015	Beti Bachao Beti Padhao	Awareness Programme	public
16-11-2015	Mission Indradhanush	Awareness Programme	public
28-11-2015	Beti Bachao Beti Padhao	Awareness Programme	public
04-12-2015	Mission Indradhanush	Awareness Programme	public
04-12-2015	Mission Indradhanush	Awareness Programme	public

04-12-2015	Beti Bachao Beti Padhao	Awareness Programme	public GMR Nagar, Rajam-532 127 Anakulam (Dist.) Andhra Pradesh
04-12-2015	Beti Bachao Beti Padhao	Awareness Programme	public CIN U80301AP2003NPL042195 (8941) 251 592/251 593 252 989 F +91 (8941) 251 591 W www.gmr.it.org
16-12-2015	Mission Indradhanush	Awareness Programme	public
01-02-2016	WCD- Beti Bachao Beti Padhao	Awareness Programme	public
01-03-2016	WCD- Beti Bachao Beti Padha	Awareness Programme	public
03-03-2016	Rural Water Quality	Awareness Programme	public
12-03-2016	WCD- Women Empowerment	Awareness Programme	public
12-03-2016	WCD- Domestic Violence	Awareness Programme	public
12-03-2016	WCD- Diet during Pregnancy	Awareness Programme	public
12-05-2016	Swachh Bharat- DW & S	Awareness Programme	public
11-07-2016	Swachh Bharat- DW & S	Awareness Programme	public
04-10-2016	Baseline study capacity building content creation for the science for womens health and nutrition project	Awareness Programme	public
19-10-2016	DFS- PMJDY	Awareness Programme	public
07-11-2016	SEBI- Dabba Trading	Awareness Programme	public
06-02-2017	National immunization	Awareness Programme	public
16-05-2017	MISSION INDRADHANUSH	Awareness Programme	public
14-06-2017	World No Tobacco Day	Awareness Programme	public
06-07-2017	Dengue - Prevention & Control	Awareness Programme	public

01-08-2017	Swachta Mission-Darwaza Bandh	Awareness Programme	public GMR Nagar, Rajam-532 127 Anakulam (Dist.) Andhra Pradesh CIN U80301AP2003NPL042195 T +91 (8941) 251 592/251 593
21-08-2017	Dengue Prevention & Control	Awareness Programme	public T +91 (8941) 251 591 www.gmr.it.org
02-09-2017	Swachta Mission-Darwaza Bandh	Awareness Programme	public
09-10-2017	NHM-BREAST FEEDING	Awareness Programme	public
14-10-2017	NHM-DENGUE AND MALARIA	Awareness Programme	public
16-10-2017	Swine Flu	Awareness Programme	public
29-01-2018	Health & Family Welfare Campaign	Awareness Programme	public
12-04-2018	Chalo Champaran Campaign	Awareness Programme	public
16-04-2018	Gram Swaraj Abhiyan campaign	Awareness Programme	public
25-04-2018	National Panchayati Raj Day	Awareness Programme	public
05-07-2018	World No Tobacco Day campaign	Awareness Programme	public
20-07-2018	Breast Feeding campaign	Awareness Programme	public
20-07-2018	World Population Day Campaign	Awareness Programme	public
01-08-2018	Beti Bachao Beti Padhao (WCD-BBBP)	Awareness Programme	public
15-08-2018	National anthem video presentation	presentation	20
16-08-2018	Broadcasting charges for Breast Feeding	Awareness Programme	public
16-08-2018	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
20-08-2018	Prevention & Control	Awareness Programme	public

	Dengue Campaign		GMR Nagar, Rajam-532 127 Srikakulam (Dist.) Andhra Pradesh CIN U80301AP2003NPL042195 (8941) 251 592/251 593 252 989 F +91 (8941) 251 591 W www.gmr.it.org
20-08-2018	Prevention & Control Malaria Campaign	Awareness Programme	public
27-08-2018	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
11-09-2018	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
28-09-2018	Water Conservation Campaign	Awareness Programme	public
26-09-2018	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
01-10-2018	complimentary feed - Health & Family Welfare Campaign	Awareness Programme	public
10-10-2018	complimentary feed - Health & Family Welfare Campaign	Awareness Programme	public
31-10-2018	complimentary feed - Health & Family Welfare Campaign	Awareness Programme	public
14-11-2018	Children's Day	Awareness Programme	20
16-11-2018	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
25-12-2018	Health & Family Welfare Campaign- Dengue Prevention & Control	Awareness Programme	public
02-01-2019	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
15-01-2019	Interacting with people during Pongal	Programme	25
18-01-2019	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public
22-01-2019	Beti Bachao Beti Padhao(BBBP)	Awareness Programme	public

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28-01-2019	Cough Campaign - D/o. Health & Family Welfare Campaign	Awareness Programme	public
11-02-2019	Dept. of Justice Campaign	Awareness Programme	public
12-03-2019	Dept. of Justice Campaign	Awareness Programme	public
14-03-2019	Dept. of Justice Campaign	Awareness Programme	public
27-03-2019	Deptt. of Drinking Water Supply Campaign	Awareness Programme	public
17-03-2019	Career counseling and guidance programme CRS	Awareness Programme	public
24-03-2019	Career counseling and guidance programme CRS	Awareness Programme	public
07-04-2019	Career counseling and guidance programme CRS	Awareness Programme	public
14-04-2019	Career counseling and guidance programme CRS	Awareness Programme	public
21-04-2019	Career counseling and guidance programme CRS	Awareness Programme	public
28-04-2019	Career counseling and guidance programme CRS	Awareness Programme	public
21-04-2019	Career counseling and guidance programme CRS	Awareness Programme	public
05-05-2019	Career counseling and guidance programme CRS	Awareness Programme	public
12-05-2019	Career counseling and guidance programme CRS	Awareness Programme	public
19-05-2019	Career counseling and guidance programme CRS	Awareness Programme	public
26-05-2019	Career counseling and guidance programme CRS	Awareness Programme	public
09-06-2019	Career counseling and guidance programme CRS	Awareness Programme	public
05-11-2019	Ministry of Statistics & Programme	Awareness Programme	public