

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 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.