

## World Radio Day Celebrations

### Event Report



**World Radio Day**  
13<sup>th</sup> February

Bridging the Digital Divide through Radio

Gyansati FM Community Radio

The day to honour RADIO  
The best friend of your own  
Play radio on and on, AND  
You will never be alone!!

Best wishes on "World Radio Day".  
We appreciate the efforts of broadcasters for spreading education through a resilient system.  
#StayHome #StaySafe  
#KeepaLearningWithRadio #WorldRadioDay

Community radio Alfaz-e-Mewat FM 107.8, an initiative of S M Sehgal Foundation, celebrated World Radio Day in varied ways. The celebrations of this special day began with a community event in village Hamjapur, district Nuh, Haryana, on Feb 12, 2021, where women achievers at the grassroots shared their journeys. Ms. Pooja O Murada represented Alfaz-e-Mewat at The Radio Festival held at India International Center on Feb 13, 2021, New Delhi, where she shared about community radios experience amid COVID times and how radio served the communities. The foundation team was also part of the webinar organized by NCERT and CIET on educational programming on radio. *The Statesman* featured Alfaz-e-Mewat as part of its World Radio Day story.

A community radio Alfaz-e-Mewat FM 107.8 event was part of the Sandvik project, also marking the World Radio Day on February 12, 2021, in village Hamjapur, district Nuh, Haryana. About fifty people attended, including villagers, school authorities, and School Management Committee members. The team invited three women achievers, referred to as *laados* (लाडो-brand ambassadors associated with the "selfie with daughter" campaign), from Nuh; Dr Ashfaq, social worker; and CDPO, Nuh, Ms. Madhu Jain.

The radio team members felicitated the invited speakers and women achievers from the village. Wrapping up the event, a team representative shared a few lines:

*Padi hoon tabhi aage badi hoon*

*Kuch ko maine jagaya kuch ko tum jagao*

*Ek se nahi hoga, sabhi milkar alakh jagao*

Watch a video of listeners sharing on World Radio Day:

<https://youtu.be/qYfgs0eMnmw>

Radio Festival video: <https://youtu.be/5LmwWGJsBEQ>

Media Coverage: <https://aibd.org.my/2021/02/21/experiences-as-vivid-as-radio-on-world-radio-day/>

<https://www.thestatesman.com/india/radio-remains-powerful-broadcaster-covid-age-1502952039.html>

## Radio remains a powerful broadcaster in Covid age

**ASHA RAMACHANDRAN**  
NEW DELHI, 15 FEBRUARY

Celebrating the 10th year of World Radio Day on 13 February and over 100 years of this medium, radios around the globe are connecting with their communities in various ways.

Proclaimed in 2011 by the member states of UNESCO and adopted by the United Nations General Assembly in 2012 as an International Day, 13 February became World Radio Day (WRD).

On this occasion, UNESCO also called on radio stations to observe this day through three themes - evolution, innovation and connection. The past 100 years made by

In its message, UNESCO said, "Radio is a powerful medium for celebrating humanity in all its diversity and continues a platform for democratic discourse. At the global level, radio remains the most widely consumed medium. This unique ability to reach over the widest audience means radio can shape a society's collective consciousness, stand as an arena for all voices to speak out, be represented and heard. While other media serve diverse communities, offering a wide variety of programs, viewpoints and content, and reflect the diversity of nations in their organisations and operations," in India, radio has evolved

**When the entire world stood challenged by the Covid-19 pandemic in early 2020, the local community radio stations continued their broadcasts to keep people informed and connect local authorities with the community**



press activities, emerging as a resilient and sustainable form of communication.

In this context, community radios (CRs) have played an important role in providing the backbone link for peo-

ple streaming and, mobile app have helped provide programme access to and from anywhere in the world," said Pooja O Murada, Principal Lead, Outreach for Development, S M Sehgal Foundation, which has initiated a community radio Alfaz-e-Mewat in Nuh district of Haryana.

"Another communication tool, podcasting, is promising for convenience, inform and expand the coverage without too much screen engagement. During Covid times, we also launched our podcast channel called SMSF Connect, which is a go-to place for information about rural development themes and select radio programmes.

The community radios

live streaming and, mobile app have helped provide programme access to and from anywhere in the world," said Pooja O Murada, Principal Lead, Outreach for Development, S M Sehgal Foundation, which has initiated a community radio Alfaz-e-Mewat in Nuh district of Haryana.

"Another communication tool, podcasting, is promising for convenience, inform and expand the coverage without too much screen engagement. During Covid times, we also launched our podcast channel called SMSF Connect, which is a go-to place for information about rural development themes and select radio programmes.

The Covid programming ensured that listeners receive timely updates on the pandemic, clear information from credible sources and on the demand, they sought and themselves from Covid-19, together with sharing opportunities and mutual well-being through psychologies, rural school children have found

### Community event at village Hamjapur with Alfaz-e-Mewat listeners



### Sehgal Foundation's representation by Pooja O. Murada at the Radio Festival on the World Radio Day. Pooja shared how radio Alfaz-e-Mewat mainstreamed the voices of the marginalized during the pandemic.



### In a webinar on The World Radio day organized by CIET, Arti Manchanda from S M Sehgal Foundation shared Alfaz-e-Mewat listener feedback on the radio school program, especially NCERT audio curriculum, and a message through her poem on the World Radio Day!