



Radio Bundelkhand hosted a special show to celebrate World Radio Day

On the occasion of World Radio Day 2022, Radio Bundelkhand calls on the listeners and the other community members across the region to celebrate this event. Radio Bundelkhand, with its unique ability to reach the widest masses in the Bundelkhand region, contributes to the building of society by providing a platform for all voices to be heard and expressed. It has been serving a diverse community by providing a wide range of programmes, perspectives, and content, as well as reflecting the diversity of audiences in its operations. Since 2008, it has remained the most trustworthy and widely used source of information in the region.

Despite the fact that there are many ways to distribute information in today's society, the accuracy of the information gained from them has always been questioned. In this aspect, Radio Bundelkhand has always been the only channel that has lived up to its reputation. To highlight the importance of community radio and commemorate the occasion, Radio Bundelkhand hosted an event in which members of the public were given the opportunity to become RJs for a day and broadcast a live show on the theme of "Radio and Trust" on Radio Bundelkhand. As a result, a large number of community people and Bundelkhand University students came forward to visit the station at the TARAgam Orchha Campus.

On 13th Feb'22, RJ Manish and a student from Bundelkhand University, Shivangi Singh took one day of RJ in the radio studio. The community was informed about this year's theme, "Radio Aur Bharosha," and the importance of radio was emphasised. A one-day RJ was also conducted by Vikesh Prajapati, a rural radio reporter from the same community where the show was focused on the most widely used information medium in his community and how it benefitted him and other community members especially, those who are unable to read, write, or see obtain all of their knowledge through hearing. Rohit Pal, a community member, said when asked about radio programmes and information "I adore the Bundeli folk music broadcast by Radio Bundelkhand, and whatever information we get, I appreciate it very much, and radio is a great source of information." Other Radio Village Reporters explained that radio serves as a means of communication in emergency

situations, alerting people. Radio also plays a crucial part in rescue operations in the event of a natural disaster.

Radio Bundelkhand has remained one of the oldest, most popular, and most extensively consumed mediums for a decade. Since October 23rd, 2008, it has been providing credible information to the community by producing programmes on local relevant problems for its listeners, and it will continue to do so in the future. By debunking myths, community radio works to prevent all of this false information from reaching the public. The primary motivation for celebrating this day was to allow people of all backgrounds, ethnicities, and experiences to express their concerns and ideas.