

COMMUNITY RADIO

BIT extends reach to rural populace

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SATHYAMANGALAM: Rural outreach was accorded a thrust by Bannari Amman Institute of Technology at Sathyamangalam on Friday through commissioning of Community Radio with a reach of a radius of up to 20 sq km.

For four hours in the morning from 6 a.m., and five hours in the evening from 5 p.m. the FM station operating at 90.4 MH will broadcast awareness programmes in the areas of education, health and hygiene, agriculture, women's development, community service, self-employment, and other aspects fostering their overall development in a jurisdiction covering Sathyamangalam, Gobichettipalayam, Puliampatti, Kodiveri, Bangalapudur, Bannari, K.N. Palayam, and T.N.Palayam.



SOCIETY LINK: Andal Priyadarshini, Station Director, Doordarshan Kendra, Coimbatore and Madurai, takes a look at the Community Radio Station launched at the Bannari Amman Institute of Technology, Sathyamangalam, in Erode, on Friday.

Vital information on government schemes will be provided through the Community Radio.

The institution has vested its students with the responsibility of conceiving and producing pro-

grammes with a creative approach at the Rs. 60 lakh facility.

The radio station would serve as a platform for students to develop a versatile outlook, and for local residents in various walks of life to share their expertise with the targeted sections of society, said BIT chairman S.V. Balasubramaniam.

Even in the backdrop of digital era, radio programmes directed at the rural community will continue to hold relevance.

Inaugurating the Community Radio, Andal Priyadarshini, Station Director, Doordarshan Kendra, Coimbatore and Madurai, said that information and education ought to gain precedence over entertainment in radio programmes.

Human interest programmes depicting exchange of views will have more acceptability than

mere statistics while delivering information, said Ms. Andal adding that radios have a vital role in making the community realise cultural richness.

Chief executive of Bannari Institute of Technology A.M. Natarajan said that the FM station programmes will be accessible to eight lakh people in the surrounding areas.

Member of the trust that runs BIT, M.P. Vijayakumar, said that programmes would be broadcast based on research on public needs.

A.M. Chinnarajan, executive president, Bannari Rural Foundation, Sathyamangalam; P. Thanagavelu, chairman, Amutha Hospitals, Sathyamangalam; and Thilagavathi Thirumoorthy, president, Makkinankombai Panchayat, offered their felicitations.