



NARAYANA ENGINEERING COLLEGE:: NELLORE

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Department of ECE

Report on "World Radio Day"

ECE department has conducted "**World Radio Day**" on 13th February 2020 in Narayana Engineering College, Nellore. All III B.Tech ECE Students participated in this event. This event was organized under IETE Students Forum (ISF).

Dr.K.Murali, HOD & Professor, Dr.K.S.Sagar Reddy, Professor Dept. of ECE & Dr.M.Chandra Mohan Reddy, Professor Dept. of ECE gave speech on this occasion.

World Radio Day 2020:

The **theme** of this year's **World Radio Day 2020** is '**Radio and Diversity**'. **World Radio Day** is celebrated on February 13 every year, to celebrate the uniqueness of **radio** as it is a medium of entertainment, information and mode of communication.

This edition of WRD is divided into three main sub-themes:

- Advocating for pluralism in radio, including a mix of public, private and community broadcasters.
- Encouraging representation in the newsroom, with teams comprised of diverse society groups.
- Promoting a diversity of editorial content and programme types reflecting the variety of the audiences.

"On this World Radio Day, let us recognize the enduring power of radio to promote diversity and help build a more peaceful and inclusive world."

-UN Secretary-General António Guterres

Professor and Head of ECE department Dr.K.Murali spoke about the main objective behind celebrating World Radio Day. This will raise awareness among the public and the media of the importance of radio, secondly to encourage decision-makers to establish and provide access to information through radio; as well as to enhance networking and international cooperation among broadcasters.

Dr.M.Chandra Mohan Reddy, Professor of ECE department addressed the gathering about Radio as one of the most powerful medium in all its diversity. At the global level, radio remains the most widely consumed medium. It has a unique ability to reach out to the widest audience. It can shape a society's experience of diversity and can even stand as an arena for all voices to speak out, be represented and heard.

Radio is a unique low-cost medium specifically used in the remote communities and vulnerable areas. It brings communities together and fosters positive change, irrespective of people's educational level. It also plays a crucial role in emergency communication and disaster relief.

Dr.K.Santhi Sagar Reddy, Professor of ECE department spoke about the history of World Radio Day. In 2011, UNESCO's General Conference, at its 36th session, proclaimed February 13 as World Radio Day. The day February 13 was proposed by the Director-General of UNESCO because it coincides with the anniversary of the United Nations Radio, the UN's international broadcasting service was established on February 13, 1946.

During its 67th Session, the UN General Assembly adopted a resolution on January 14, 2013, the United Nations General Assembly formally endorsed UNESCO's proclamation February 13 as World Radio Day.



Fig: Some of the highlights from Videos (World Radio Day)

World Radio Day 2020: Radio in India

Radio is the primary medium and source of information. In India Radio broadcasting started in the early 1920s and in 1923, the first programme was aired by the Radio Club of Bombay. Lord Irwin, then Viceroy of India, inaugurated the Indian Broadcast Company (IBC) in Bombay.

- All India Radio (AIR) is one of the largest radio networks in the world, was founded in 1956.
- FM broadcasting began in July 23, 1977, in Chennai.
- Until 1993, AIR was the only radio broadcaster in India.
- Radio City Bangalore was the first private FM radio station that started on July 3, 2001.
- In India, private FM is not allowed to broadcast new



Fig: “World Radio Day” on 13th February 2020, Speech by Dr.K.Murali, HOD & Professor, Dept. of ECE.

World Radio Day 2020: Importance

Radio is the most effective way of delivering information. It is free, democratic and trusted one. Due to which it has the widest geographical reach and the greatest audiences compared with the Internet, television and newspapers.

This event which was organized by the ECE department created awareness among the students regarding the importance of Radio.

No. of Participants: 108