

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

7.3.1: Performance of the Institution in one area distinctive to its priority and thrust

Contribution of Community Radio JIMS Vasant Kunj 90.4 MHz

Community Radio JIMS Vasant Kunj 90.4 MHz was set up in 2005 to provide a platform to voice the issues of the community living in and around the Vasant Kunj area, apart from the faculty, staff, and students of the college. It is an open platform for students and the community of targeted groups to share their views on government policies, Women Empowerment, Spirituality, Education, Health and Nutrition, Tourism, or any other contextual issues. The listeners belonging to the neighbourhood community comprise the migrant population of housemaids, cleaners, drivers, daily wagers, carpenters, plumbers, electricians, scrap-dealers, shopkeepers, salesgirls, and school-going boys and girls.

The content of the various radio programs broadcast from the station is produced by community members themselves, under the guidance of the faculty in the Department of Media and Communication studies. The CR transmits programs in the morning from 8:30 AM to 11: 30AM and in the afternoon from 1 PM to 4 PM.

The CR station has been working regularly since March 2020 on raising awareness on following Covid appropriate behavior, Covid vaccination hesitancy, and removing myths and misconceptions related to vaccination. The station is also organizing outreach activities where the distribution of masks has been done.

The signature programs of the CR station are:

- '**Aatm-Chintan**, a program on spirituality and life values;
- '**Mansha**,' a program on women empowerment;
- '**Jeevan-Disha**,' a program on life skills including health, career options, etc.;
- '**Baat Pate Ki**,' a program on Government welfare schemes and other contextual and

social issues; and

- **Corona ki Baat:** a program on creating awareness on the importance of following Covid appropriate behavior, Covid vaccination hesitancy, and removing myths and misconceptions related to vaccination.

Major Achievements:

1. CR JIMS Vasant Kunj has been declared by the Ministry of Information and Broadcasting as one of the country's 24 Lead Operational Community Radio stations.
2. CR JIMS Vasant Kunj successfully produced 180 programs under the DST Sponsored Radio Mathematics Project for improving the mathematical literacy of the community members. These programs can be accessed on <https://i-radiolive.com/#!/>
3. The station has been producing a special program on the values and teachings of **Mahatma Gandhi** initiated by the Department of Science and Technology, Government of India.
4. It has produced & broadcast programs under the UNICEF & CRA sponsored project, '**Engaging communities for prevention of COVID-19 and promotion of covid vaccination including hesitancy and eagerness** from June 2021- November 2021.
5. It has produced & broadcast programs under the UNICEF & CRA sponsored project, '**Engaging Community radios to empower adolescents and youth for Covid-10 response as #YoungWarriors**' from July 2021- September 2021.
6. It has produced & broadcast programs under the UNHCR-UNESCO-SMART sponsored project, '**Refugee Rights and Protection Campaign**' from November 2021- December 2021.
7. CR JIMS Vasant Kunj 90.4 MHz has organized interactive narrowcasting sessions on creating awareness for the CoVID-19 Virus.
8. CR JIMS Vasant Kunj 90.4 MHz has been producing & broadcasting programs for the campaign by **CRA & Room to Read** for girl child education & skill-building titled as '**Hausle ki Dagar**' since March 2021.
9. It has produced programs for **Covid 19 campaign** run by SMART- **BMGF** from 21st September- 21st December 2020.
10. Community Radio JIMS Vasant Kunj 90.4 MHz produced & broadcasted programs on a radio project named as '**Mission Corona**' by **Community Radio Association & UNICEF** from June 2020- October 2020.
11. Community Radio JIMS Vasant Kunj 90.4 MHz has participated in the Radio festival held on

13th February 2021.

12. Community Radio JIMS Vasant Kunj 90.4 MHz produced & broadcast programs on CRA & UNICEF funded radio project named as '**Covid-19 S&D prevention campaigns and Covid-19 Vaccination (myths & misconceptions; FAQs)**' from February 2021- March 2021.
13. Students of JIMS Vasant Kunj were invited to work with the organizing team of the CR Sammelan organized by the NGO, One world, and the Ministry of I & B in 2019.
14. CR JIMS Vasant Kunj 90.4 MHz provides internships to the students from the community to train them in radio program production.

The services of the Community Radio JIMS Vasant Kunj to the community have not only been recognized by way of its declaration as a Lead Community Radio station by the Government but are also well recorded in the Compendiums brought out by the Ministry of Information & Broadcasting, Govt of India, in three years 2015, 2016 and 2019.