

# Xpression



Volume 1

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Issue 1

# World Radio Day 2021

HITZ FM RADIO INDIA

RADIO ONE

VIRCHU RADIO

RADIO MIRCHI

ALL INDIA RADIO

MID-DAY MULTIMEDIA

METROPOLIS RADIO

FEVER FM

RED FM

GYAN VANI

RADIO KYMA

FRIENDS FM

Community  
Podcast  
Internet  
FM  
AM  
Digital  
Analog

FEBRUARY

13

"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 Antonio Guterres

Riya Saha

World Radio Day (WRD) is an international day celebrated on 13 February every year.

#### WRD 2021: Theme

This year marks the 10th edition of World Radio Day with the theme "New World, New Radio." The theme is an ode to the resilience of radio. It is tribute to its capacity for perpetual adaptation to the rhythm of societal transformation and listeners' new needs.

#### Sub Theme

This edition of the global celebration is divided into three main sub themes : *EVOLUTION* -The world changes, radio evolves. It refers to the resilience of radio, to its sustainability; *INNOVATION*- The world changes, radio adapts and innovate. Radio has had to

adapt to new technologies to remain the go-to medium of mobility, accessible everywhere and to everyone ;*CONNECTION*- The world changes, radio connects. It refers to radio's services to our society -natural disasters, socio economic crisis, epidemics etc.

#### Purpose

The objectives of the Day are to raise greater awareness among the public and the media of the importance of radio; to encourage decision makers to establish and provide access to information through radio; to enhance networking and international cooperation among broadcasters.

#### New beginning

The day was proclaimed by United Nations Educational,

Scientific and Cultural Organization (UNESCO), a specialized agency of United Nations (UN). UNESCO celebrates this day by planning various activities with broadcasters, organizations and communities around the world.

The idea was first proposed by Spain's radio academy in 2010.

#### First WRD

The first WRD was celebrated on 13 February 2011. The date coincides with the anniversary of United Nations Radio, The United Nation's broadcasting service which was established on February 13,1946.

#### Radio and Us

Today, radio is more than 100 years young, and still continues to become a popular medium to exchange informa-

tion. It has been a harbinger of revolution to freedom ; from "I have a dream" to "tryst with destiny".

In a world where technology evolves every moment, radio has proved its mettle time and again . It is a way of educating people, rendering information and promoting freedom of expression across cultures. It engages youth in discussions on topic that affects them. It gives journalists a platform to report facts and tell their stories. In this edition of our newsletter, we look back at myriad of roles, radio has performed in celebrating inclusivity of humankind and take a plunge at the nostalgic pool of our memories.(with inputs from UN and UNESCO website)

## Radio Broadcasting: To the Rescue and Relief

Trina Mukherjee

The sign of times becomes apparent, when one remembers radio as a mode of communication once used to broadcast signals to ships at sea to a tool of crisis management in contemporary times. Radio has witnessed World Wars, natural disasters, shifts in government and ideology as well as competition from modern technology at a global stage, and yet emerged victorious as a mode of mass media that encompasses the widest audience in the world – inclusive of remote communities and the vulnerable, irrespective of their education or status in society. The World Radio Day, marks the anniversary of United Nation's first broadcast in 1946 – "UN calling the people of the world" – carrying forward the goals of raising awareness about radio broadcasting, facilitating access to information through radio, and enhance networking among broadcasters. Once exploited extensively for propaganda and entertainment during the World War II. In modern times, the medium's utility was quickly recognized. Since its inception, radio has historically remained the go-to for accessing information at long periods

of disconnectedness from the outside world, due to its portability, accessibility and affordability.

In fact, a 2012 mashable.com article "Gadgets to Prepare You for a Natural

Disaster"

listed radio in the #1 spot for tech must-haves during a disaster, outranking batteries, head-lamps, water purification systems, and cell-phone

add-ons.

The job of radio-men is crucial during disaster-prepared

ness and its management, as they disseminate early warnings and advisories to the people, and measures for natural hazards such as tsunamis, cyclones and drastic shifts in weather conditions. The response to emergencies and unrest is rapid, whether people are caught in catastrophe or isolated altogether – terrestrial radio broadcasts provide

timely, relevant and practical information in situations where aid-responders may take several weeks; even boosting their spirits and disseminating rescue information or even simply providing a cheerful voice for company in the panic and uncertainty.

The role of community radios in this case has been immense – from helping farmers navigate through erratic weather conditions, to providing relief to flood-affected areas. An example would be Gram Vaani's effort to reach out to victims and rescue them in 2013 Uttarakhand floods. To quote Bann-Ki-Moon, the Eighth United Nations Secretary General; "In times of crisis and emergency, radio can be a lifeline."



## Role of radio during the pandemic

Anindini Sen

Radio, since its inception, has proved to be the most effective and sought-for mode of media during times of crisis. In the outcry of war, natural calamity or health disaster, radio has always taken the lead role due to its affordability, simplicity, accessibility and wide reach. In remote villages of our country where television is still a luxury and newspaper seldom reaches, radio remains the lone sentinel for communication and entertainment. Hence, during the Covid-19 pandemic, radio, once again, became one of the main sources of information and entertainment worldwide.

The prime necessity during this crisis was information for the traumatized audience. The Government was disseminating information to the common mass in this respect. People were continuously following the news to update themselves about facts and figures. They were anxious to know the current state

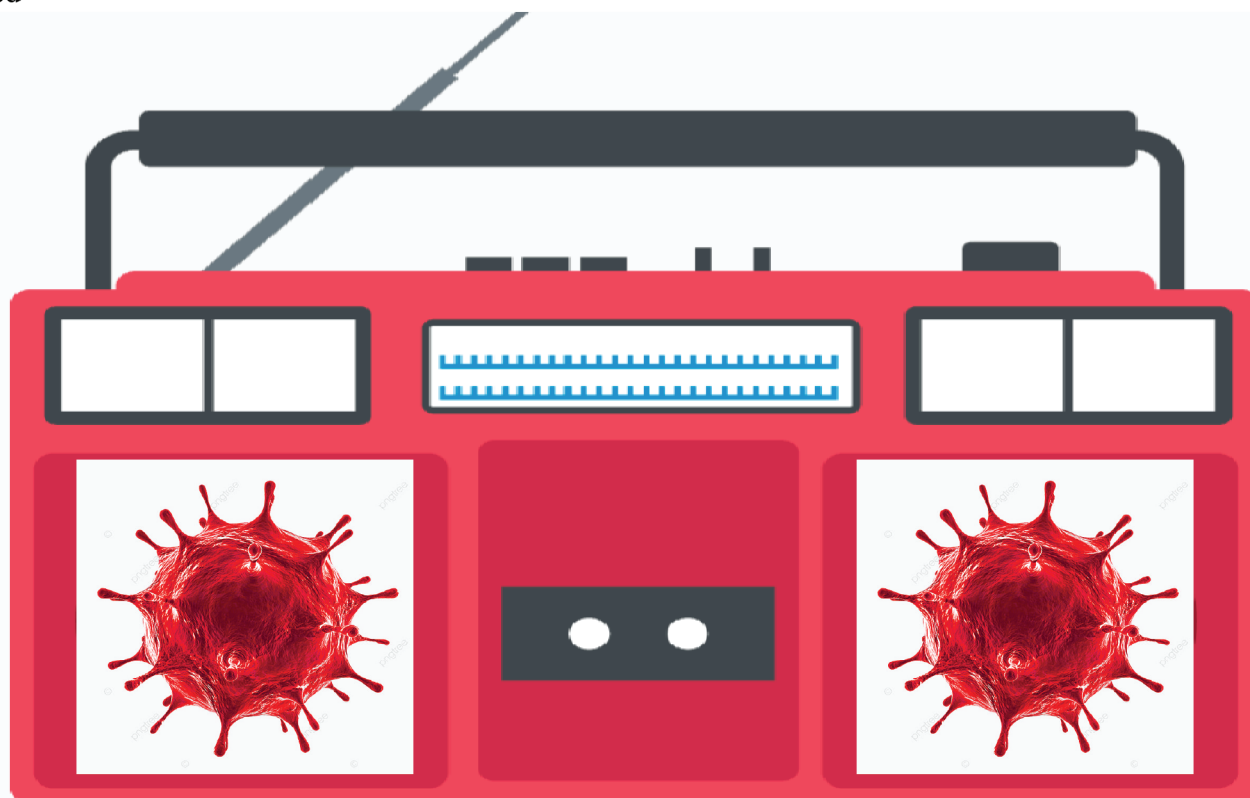
of different countries of the world. Through the Public Broadcaster AIR, Government of India was spreading

provided entertainment, a much needed attribute which helped people to stay indoors in a better mental state.

helping local people.

According to the study by Rodero (2020), radio is the medium that scores highest for its treatment of information about the pandemic. The study in Spain showed an increase in radio consumption of almost one point. Radio-centre in UK recorded increase in commercial radio listening of one hour and 45 minutes. Broadcasters with younger target audience extended their transmission hours. Similar increment were noted in Italy, Chile, Australia, and South-Africa and so on.

Therefore, we can say that in our fight against the pandemic, radio served as a major force. Its contribution in broadcasting information, awareness and entertainment across the country



awareness. Mortality and recovery rate was broadcasted constantly as India resorted to lockdown. At this juncture, radio played another significant role. It

Research showed a steep rise in the listenership and participation in radio. Besides AIR and private FM channels, community radio played its part in

is unparalleled.



## Journey of AIR



Riya Saha and Harmanjot Kaur

The popular dictum of “Bahujan Hitaya; Bahujan Sukhaya” is enshrined in Rig Veda, which translates to – ‘for the happiness of many, for the welfare of many’. Swami Vivekananda and Sri Aurobindo Ghosh has also spoken on this aphorism.

In 20th century, All India Radio (AIR) or Akashvani, Public Service Broadcaster donned this motto with great vigour. To provide information, education and entertainment, for promoting the welfare and happiness of the masses, AIR has stood the test of time.

Landmark services and initiatives conceptualized by AIR has entrenched its values in our lives.

‘Desh ki surili dhadkan’, Radio Vividh Bharati (since 1957) has been harbinger of hope and happiness across the humanity.

Culturally, the National Programme of Plays has bolstered the spirit of national integrity, harmony, unity since its first play ‘Prafulla’ by Girish Chandra Ghosh till now.

Youth centric service ‘YuvaVani’, set up on 1973, has aired excellent programmes on education, employment and awareness.

‘Sandesh 2 Soldiers’ (since 2016) is a

unique programme, connecting Soldiers and civilians, wherein people can send their greetings and gratitude to soldiers guarding borders.

“Blockbuster show of radio” Mann Ki Baat (since 2014) is a novel radio programme hosted by our Prime Minister Narendra Modi, enabling to address wide range of vital issues in a participatory and interactive mode of communication. This medium ensures that people sitting in interior pockets of the country can access to, and participate in “genial chat”. Individual efforts are recognized, celebrated and shared by PM to bind us in the bond of oneness and commitment.

For instance, the untiring efforts of N. S. Rajappan (69), a differently abled man from Kottayam, towards cleaning up Vembanad Lake was hailed.

Time and again, AIR opened wide avenues for ‘Hitaya’ and ‘Sukhaya’, with an extraordinary reachability of 99.19% population, especially in the time of pandemic. It has undoubtedly broken the idea of its service as a news provider only and has shown its ability to be public broadcaster catering all needs and demands. Undoubtedly, AIR’s contribution towards Reliance, Amusement, Diversity, Innovation and Optimism has been enormous.



## VIVIDH BHARATI-

### Bringing back “BHOOLE BISRE” moments

Shobhangi Rudra

Mr. Mukherjee sat with his daily cup of hot tea on his rocking chair. It was raining. The fat raindrops touched the scorching streets of old Calcutta. In the background, the mesmerizing melody of “Pyaar hua ikraar hua” echoed in his veranda. It was time for his favourite radio show “Bhoole Bisre Geet”. Mr. Mukherjee moved closer to his Ekco radio set and turned up the volume. It was a perfect rainy evening.

Vividh Bharati, made its grand entry on our lives on 3 October 1957. It is the entertainment subsidiary of All India Radio. It was conceptualized to combat Radio Ceylon in 1957.

A treasure box of memories and melodies, Vividh Bharati completed 63 glorious years in 2020 and still entertains people with both new and legendary shows which helped it to become a household name.

Since its inception, it was the go-to station for people to tune into their favourite Bollywood songs and stars. It provides a whopping 17 hours of service daily. Ranging from songs to skits, plays and interviews, its iconic

shows “Bhoole Bisre Geet”, “Bio-scope Ki baatein”, “Hawa Mahal” are still on-air today.

Over the years iconic celebrities like Amitabh Bachchan and Lata Mangeshkar have lent their voice to its shows. During the Kargil war, it became the eyes and ears of the soldiers. It was the only mode of communication between the personnel and their families.

Another iconic show on the channel was “Aap Ki Farmaish” where the host reads out the names of individuals from remote villages like Jhumri Telaiya, and play the songs they requested. Thus, it made sure that every Indian, even in the deepest corners would find peace and happiness in the services it offers.

Today, it covers 97 percent of the Indian population. It has a website where the audience can tune into the iconic shows and interviews from the late 1960s. Vividh Bharati was, is and will be the “keepsake box” for innumerable Indians.

## Sandesh to Soldiers - An initiative of compassion

Farheen Halder

Every time one hears “sandese aate hain” from “Border” movie, a profound sense of honour exudes from the hearts of every Indian to praise the perseverance of the fearless souls, who are miles away from their kinsfolk and secured life to protect the lives of millions of Indians.

Little did we know, an official broadcasting programme will be undertaken with an army centric approach and to our surprise in the year 2016, AIR launched a unique radio programme dedicated to these Brave hearts, exclusively known as “Sandesh to Soldiers”, which celebrates the saviours of our country. This programme is a purely non-music show, aired on 122 stations including AIR’s FM Rainbow and FM Gold. The show features great personalities from the

Indian Army to share their stories or the family members of the army contingent to convey their elaborated messages. It commemorates the sacrifices of the soldiers and acknowledges their vigour. For instance, Seema Bhavani, who was a part of

BSF’s All Women Bikers Contingent and Lieutenant General Mohan Bhandari were invited for special lectures in the show.

The show holds a second position in terms of popularity after “Mann Ki Baat” and has over 28 lakhs listeners across the country. This commendable initiative served two

benevolent objectives, first, conveying the respect and honour of the citizens to the soldiers and second, facilitating the general masses to empathise with the soldiers even more through these wonderful content.



Art source- Helmet Blogger

## Yerwada’s favourite RJ, Sanju

Shobhangi Rudra

“Namaskar Bhai log. Good afternoon! Welcome to radio YCP, main hu aap ke saath aap ka RJ Sanjay Dutt”- a baritone voice echoed in the barracks of the Yerwada jail. All the inmates rushed near the speakers to tune into their favourite source of entertainment amidst the usually tough prison life.

Sanjay Dutt, the man who makes us laugh on screen, was a constant supplier of fun and smiles inside the Yerwada prison as well. During his imprisonment, he played the role of an RJ at the internal radio station of the jail. The show was a massive hit among the other inmates who waited every week for their favourite RJ.

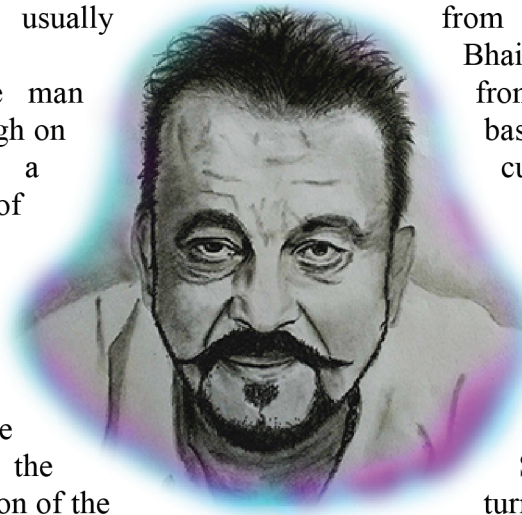
Dutt started his show “Aap ki Farmaish” which took requests for songs, poetry and film dialogues from the other prison inmates. Initially, the show was started on a pilot basis but its massive popularity forced the officials to make it a weekend show. A total of

four shows were aired from 11 am to 2 pm while the inmates would work and have lunch. The show was conceptualised by Sanju and three inmates under the guidance of jail officials.

Be it Sanju’s famous dialogue from Vaastav, or his famous song from Lage Raho Munna Bhai, requests flooded from his inmates. Shows based on festivities or current affairs, were also hosted by him. Suggestion boxes were kept at barracks in the jail where requests poured in for the show.

Sanju’s radio show turned out to be the weekly “Jadoo ki Jhaapi” for all Yerwada inmates.

Taking inspiration from Sanju’s erstwhile radio show, the prisoners of Talaja Central Prison in Navi Mumbai started their own radio show in 2019. As of now, Sanju is still entertaining us with his on-screen charisma and talent.





## Community Radio used for Development World-wide

Bhavika Maheswari

In remote villages that cannot access the privileges of digital media, the role of community radio reigns supreme at the grass-root level for



Image Source: India Legal

rural development. The medium has empowered millions of people; an example being the isolated neighborhoods of Africa, where ordinary citizens now have the opportunity to discuss issues like gender-relations and combating HIV/AIDS.

Mali, one of their strongest radio networks, has now become a prime means of education, self-expression and communication. "We can get information on cotton farming, even put announcements on air to

tell our relatives about important events," said a listener of Mali.

Mahaweli community radio has been hailed as a bright source of light in the dark villages of central Sri Lanka, for having educated the citizens about development projects, health projects, cultural transmissions, as well as social and economic development of their villages. Many nestled villages of Nepal and Bangladesh also started their own broadcast programs for local development, and for the preservation of their local culture and identity.

Since 1973, community radio in Bhutan has come a long way in not only preserving Bhutanese culture and traditions, but also disseminating information to the locals. Many Bhutanese were worried about the impending risk of losing their old and folk songs as the young generation was not keen on learning, but community radio came to the rescue and helped in the continuation of their culture. Even today when digital media is booming at explicit heights, thousands of community radio stations are still catering to their local villages all around the world that reflects their domestic culture and lifestyle.

## Radio used for propaganda

Bhavika Maheswari

Historically, the medium of radio has served to aid the most powerful weapon in the Second World War – propaganda, which serves as a fair estimate of its power. World War 1 witnessed the success of the Allies, later adding fuel to Hitler's passion-fire during the Second World War, who envisioned Nazi's adaptation of propaganda to meet their goals.

In Mein Kampf, Hitler wrote, "It is a terrible weapon in the hand of those who know how to make use of it." And thus began the usage of radio broadcasting to preach bias into the German public about the party's cause, ultimately unifying them. Germans also started broadcasting English language programs filled with pre-determined agenda in the Allied countries which had over six million active listeners. 1939-45 witnessed the establishment of more than sixty black radio stations by the Allied and Axis forces,

where nothing could account for their credibility of news about the state of war, while broadcasters undermined the native country's power.

As radio continued to be the most crucial tool to psychologically manipulate people's thought process, it further facilitated indoctrination and international communication during the Cold War. Government-backed radio stations like Voice of America, Radio Liberty/Radio Free Europe began broadcasting about the country's political situation and influence each other's domestic population.

However, although majorly utilized as a weapon, radio also helped spread the message of peace and solidarity. In 1962, during Cuban missile crisis, Radio Moscow and Voice of America promoted diplomacy among nations and mitigated tension that may have led to a nuclear war, thus proving it an advancement that strengthened international communication.

## Youth and Radio

Aakarsh Dua

For a medium that caters to approximately 95% of the world population, a primary and lucrative target remains the young minds of the country, making their active and engaged participation absolutely crucial for its success. In an era of content creation both online and offline, radio broadcasting engaging its young audience provides an opportunity for them to showcase their skills, knowledge and creativity to the world. Apart from this, children and young adults learn the importance of responsibility at a young age, along with offering fresh perspective from childlike eyes that are as interesting as they are funny. An excellent example of the utilization of this infinite poten-

tial would be the radio station,

Yuva-vani, which became functional back in 1973, and focused exclusively on the creation of content for the youth of the nation. It aimed at creating programmes on skill development, education, arts, music and employment. The station ran content for 4-5 hours each day and gained a lot of popularity in its recent years, but had to be later shut down after three decades of functioning, as it flunked in popularity and was not very economically feasible.

Since the time of the World War till today, radio has played an essential role and it will continue to play an important role in the world. Earlier, it was used to disseminate news and information, then education, and now it is a mix of a lot of things. Education of children and their growth, however, remains to be a major goal.



Illustration: Pratyayaa Dev



## World Radio Day; Is Gender Inclusivity the New Hope?

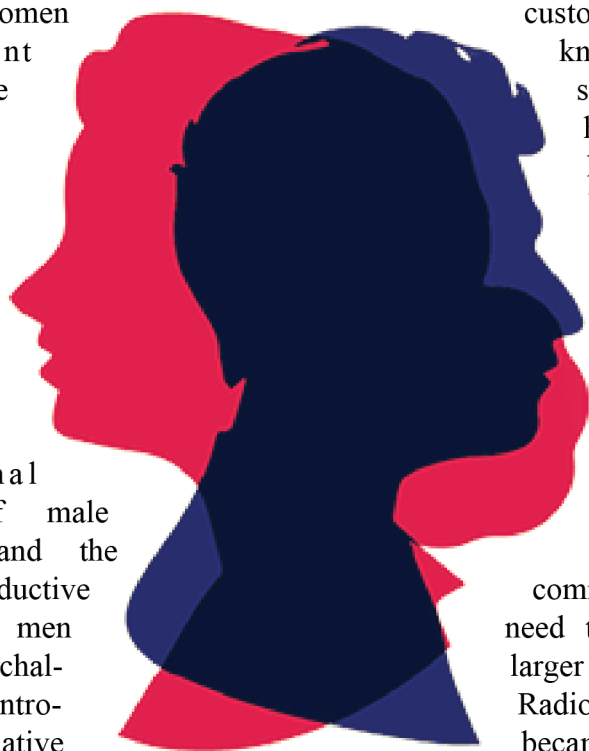
Ahana Basu

The burning question of gender inclusivity has always remained “talk of the town” from the very advent of radio. Thus, Gender equality and women empowerment are the core millennium developmental goals agreed on globally. Feminist-activists argue that the conventional ideology of male superiority and the control of productive resources by men must be challenged by introducing alternative practices. The contribution of radio as a potential medium of facilitating gender inclusiv-

ity hence cannot be negated – especially while remembering the World Radio Day. It has grown to become a mass medium for those who have customarily been unacknowledged and silenced, to finally have their voices heard. Women, who, are disadvantaged in terms of access to and participation in media, find in community radio a possibility to access information relevant to them. They produce communicative acts that need to be heard by the larger community. Radio broadcasting became developed and structured, with commercial and government entities monitoring its growth. However, the

additions brought with them employment-differences common at the time. With fewer women in senior positions in industry, men dominated boards and management positions throughout. Where opportunities in radio for women did exist, these were usually in secretarial roles or as on-air presenters of Women’s Hour sessions and similarly gender focused ‘soft’ subjects. Few women struggled to the top editorial roles in journalism and ‘hard news’ fields with radio being no exception to this. Towards the late 20th century the issue of gender inclusivity flourished, bringing gradual progress; not only did women find better representation; the transgender community emerged in the forefront as well.

India’s first transgender Radio Jockey, Priyanka hosted a programme titled “Yaaru Ivaru” in 2010. The show focused on issues faced by the LGBTQ+ community, such as sexual harassment, unemployment, lack of housing facilities, health, and education. Conclusively, it is the hope for a better future, where gender stereotypes are done away with in a more representative, diverse media.



## Radio and Environment Sustainability

Somasree Chakraborty

Irina Bokova, Director-General of UNESCO-“13th of February is celebrated as World Radio Day, to mark its strengths in fields like socio-economic development; recent annual themes have been women empowerment and youth mobilization. Broadcasters, regulators and audiences alike should nurture and make the most of its power,”

Safeguarding the environment is the need of the hour, where climate change has set off an alarm over the mankind. But the major drawback lies in the understanding the importance of protecting the environment through sustainable means. Need for proper communication and information on the issue is extremely important. Community radio’s are seen to be a

‘Knight in shining armour’. The Bangladesh NGO’s Network for Radio and Communication (BNNRC) has developed a community radio, wherein it empowers its rural community people for achieving the United Nations Sustainable Development Goals 2030. It has developed a strategic localisation system for communicating to the rural community through the Community Radio’s. 1000 hours broadcasting is done on weekly programmes to harmonize on different environmental issues. Bangladesh has achieved “remarkable progresses in line with 8 goals”, such achievements are largely attributable to the resilience

and creativity of Bangladeshi people in finding innovative and low-cost solutions and entitle individuals, agencies and women. Its ultimate aim is towards the 17 sustainable development programmes of the United Nations, which are incorporated through the weekly and different types of

local dialects. The participatory approach of Community radio enables long and sustained changes in the environment by initiating awareness and then by informing and educating the community people on the environment concerns and safeguarding it through sustainable means.



Illustration by Bhavika Maheswari



Photo by Dikshant Banthia

programmes broadcasted namely Public Service Announcement (PSA), radio-drama, talk shows, magazine programmes, radio features and many more which are disseminated through

Community radio helps to access the utilities and amenities for various development aspects of our society and holds a greater potential in bringing in change in the society.



## The new normal convocation at St. Xavier's University, Kolkata

Harmanjot Kaur

On the 6th of February, 2021, St Xavier's University, reached another milestone by successfully conducting its 2nd Convocation but in a new normal fashion. The convocation was held amidst the pandemic and global setbacks caused by deadly coronavirus. The whole ceremony was conducted in the blended mode i.e it was conducted both online with the live streaming of the event and offline which was attended by the first 10 rank holders from each subject out of the total 451 graduating students.

The ceremony was presided over by His Excellency, the Governor of West Bengal, Shri Jagdeep Dhankar as the Chief Guest, the first woman Director of Indian Statistical Institute Dr. Sanghamitra Bandyopadhyay as the Guest of Honour, the dignitaries and the faculty members. The ceremony commenced with the speech of Chancellor Rev. Fr. Raphael J. Hyde, S.J who in his speech addressed that considering the risk of having a lot of attendees in the campus, the university decided to conduct the event in blended mode. His speech was followed by the discussion of the Annual Report, 2020 by Vice Chancellor

Rev. Dr. John Felix Raj, S.J. The guest of honour, Director of Indian Statistical Institute followed then and

vated the students by asking them to never stop trying and asked students to work hard and move forward in life.

ment of the country. Her motivating speech was followed by the Governor of West Bengal's, His Excellency, Shri Jagdeep Dhankar's address. In his speech he praised the University in changing the education scenario by imparting knowledge. He applauded the contribution made by the Jesuit Institution and asked the students to feel proud and thank God for giving the opportunity to be a part of the University. "It is the education alone that can contribute to the growth. It is difficult to protect human rights, if we do not have education", he said. His inspiring speech was followed by the speech of the deans of all the departments (arts, commerce, MBA) and handing over the degrees to the first 10 rank holders from each subject.

The ceremony was wrapped up with the vote of thanks given by the Pro Vice Chancellor Rev. Dr. Sebastião L. Raj, S.J. followed by a dance performance by the students from the Cultural Department of the University and the national anthem. The Convocation Ceremony as a whole witnessed a smooth flow of functioning, hard work of the authorities, Faculty members, students who volunteered, the staffs making the event a successful and memorable for all.



was invited to deliver the Convocation Address on 'The Leadership Role of University in India Today'. She motivated

She further stressed on the importance of imparting quality education during the pandemic for the overall develop-

## SXUK celebrates the National Youth Day

Harmanjot Kaur

"The world is the great gymnasium where we come to make ourselves strong" said Swami Vivekananda whose birth anniversary is celebrated annually as National Youth Day on 12 January. On the auspicious day of 12 January 2021, the IQAC of St Xavier's University, Kolkata organised an online discussion on the life and philosophy of Swamiji.

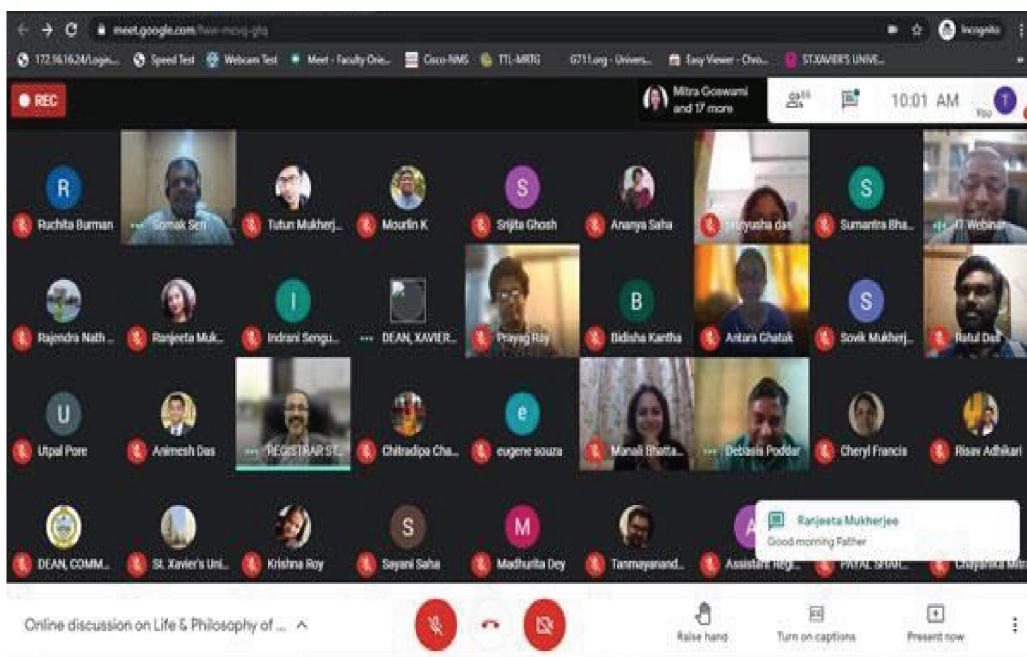
The programme was attended by all the faculty members of the university. SXUK's Hon'ble Vice-Chancellor, Rev. Dr. John Felix Raj, S.J., was the keynote speaker of the event. Father, during his speech outlined the life history of Swamiji, his teachings aimed at the youth, the promotion of human values and his visit to Chicago. He pointed out the similarities between Jesuit discipline and Ramakrishna Mission. Father recalled the decade of 1860-70 when the society witnessed the birth of some eminent personalities like Acharya J C Bose, Swami Vivekanan-

da, Rabindranath Tagore and others who through their contributions in science, art, literature, uplifted the society.

Father quoted Swamiji's teachings and

superpower if this youth energy can be put to use in productive areas with right guidance and training.

The completion of the lecture was followed by the interaction of the



reminded all that there are enough opportunities left for Indians to grow as youth comprises 65% of the population. India has the ability to become a

attendees with Father. The programme came to an end with a vote of Thanks by Registrar, Prof. Ashish Mitra.

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