World Radio Day
13 February 2018
Radio and Sports

Thursday, 15 February 2018
UNESCO House, 1 San Martin Marg, Chanakyapuri,
New Delhi

IAWRT
International Association of Women in Radio and Television, India Chapter
WORLD RADIO DAY
13 FEBRUARY 2018

RADIO AND SPORTS FOSTERS GOOD WILL AND HUMANITY

RADIO AND SPORTS BUILDS AND UNITES COMMUNITIES

Traditional sports & games
46% are excited about new sports and 1/3 follow non-mainstream sports.

Radio helps shape lives.

IT IS STILL ONE OF THE MOST DYNAMIC, REACTIVE AND ROBUST MEDIA THERE IS; INFORMING COMMUNITIES THROUGH INFORMATION, ENTERTAINMENT, AND DIALOGUE WITH AUDIENCES.

WORLD RADIO DAY

RADIO AND SPORTS ENCOURAGES RESPECT AND INCLUSION
Radio and Sports

1. Introduction

World Radio Day — held every year on 13 February — is a day to celebrate radio as a medium; to improve international cooperation between broadcasters; and to encourage major networks and community radio stations alike to promote access to information and free, independent and pluralistic media. As radio continues to evolve in the digital age, it remains the medium that reaches the widest audience worldwide.

The theme of World Radio Day 2018 is ‘Radio and Sports’. It calls on radio stations to showcase the beauty of sport in all its diversity; the traditional sports that are part of our cultural heritage; grassroots sports that anchor us within our communities; sports’ ability to challenge to gender stereotypes; and inspiring stories of sports as a force for peace and development.

2. Radio in India

Radio has had a long history in India, with the establishment of All India Radio (the country’s public broadcasting service) in the 1930s, private FM channels in the 1990s and the formation of a community radio sector in the early 2000s. Today, All India Radio (AIR) has emerged as one of the largest broadcasting organizations in the world in terms of the number of languages of broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR’s home service currently consists of 419 stations located across India, reaching nearly 92% of the country’s area and serving over 99% of its population.¹

Private radio has expanded in three phases. Between the mid-1990s and 2001, 21 private radio stations became operational across 12 cities. By 2005, the number had grown to 248 stations across

¹ http://allindiaradio.gov.in/Default.aspx
91 cities; and as of 2015, a further 91 stations across 54 cities had launched operations. The country’s community radio (CR) sector has grown at a significantly slower pace. The Community Radio Policy was enacted in 2002, and a set of Policy Guidelines issued in 2006. CR as it existed in 2002–6 was largely limited to campus radio stations run by educational institutes. Since 2007, however, a considerably more vibrant CR sector has come into being with multiple models of station ownership, management and community engagement, and far greater diversity in the nature of content and programmes broadcast. Today, India has over 200 CR stations on air.

In a media environment that seeks to promote the diversity of voices and content, the ban on news on private FM stations and CR stations continues to be a subject of much debate. Stakeholders have argued that if radio is to exercise its full potential as a tool for public access to information and as a contributor to the development of effective, inclusive and accountable institutions, the absence of news is a lacuna that ought to be addressed.

3. Radio and Sports

‘Radio and Sport, the theme of World Radio Day 2018, resonates with the launch of the Government of India’s ‘Khelo India’ programme that seeks to promote sports in the country. Radio is critical for promoting sports and fitness, not just by covering a broader range of sports or building awareness about healthy lifestyles, but also by celebrating the values of discipline, teamwork, fairness, and inclusion that lie at the heart of sports.

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KEY MESSAGES: WORLD RADIO DAY 2018

- The alliance of radio and sports is a force for civic participation and sustainable development; for celebrating our diversity and shared values.
- Gender equality is central to any discussion of radio and sports. This means providing equal opportunities for women broadcasters; promoting balanced coverage of men’s, women’s and mixed sports and fair portrayal of sportspeople, irrespective of gender.
- Narrow gender stereotypes and clichéd portrayals that objectify or minimise the achievements of women, or rely on aggressive (or even violent) masculine ideals, harm everyone in society. Sports media are especially powerful in shaping the norms and values of society.
- Covering a wider variety of sports, including traditional and grassroots sport, helps to connect people with their cultural heritage, and provides new opportunities for broadcasters to build audiences.
- World Radio Day advocates for greater coverage of sports for peace and development initiatives and more focus on the universal values of non-violence, solidarity and tolerance, promoting intrinsic values of teamwork, fairness, discipline and respect in sports coverage.

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2 http://www.dailymail.co.uk/indiahome/indianews/article-3200344/India-witnesses-growth-private-FM-radio-channel-auction-fetches-Rs-1-000-crore.html

The Khelo India School Games 2018 saw 3700 young athletes from across the country competing in 16 disciplines. Indian sportspersons including PT Usha, Bhaichung Bhutia, Vijender Singh and iconic para athlete Deepa Malik have lauded the Government’s effort, pointing out that the initiative will strengthen the sports ecosystem in India, from spotting talent to grooming young sportspersons, and will greatly benefit the country in the years ahead. Khelo India is expected to bring about a paradigm shift in the country’s sporting culture, and have a lasting impact on Indian sports.\textsuperscript{4}

## 4. Gender Equality in Sports Broadcasting and Traditional Grassroots Sports

It is perhaps no surprise that the sports broadcasting industry is as dominated by men as the wider world of sports itself. The UNESCO-supported Global Media Monitoring Project in 2015 painted an especially grim picture for gender equality in sports coverage. Only 12\% of sports stories globally are reported by women, and sport was found to be the single least likely topic to be presented by women out of more than fifty topics studied. Most alarmingly, it found women represent just 7\% of sportspeople portrayed in the media, and that only 4\% of sports stories focus predominantly on women. In many cases, the numbers for radio were even more discouraging than those of other forms of broadcasting.\textsuperscript{5}

For sports media, the severe lack of women commentators, the scarce coverage of women’s competitions and the promotion of narrow gender stereotypes represents not only a challenge to media pluralism and objectivity – it is complicit in the limiting of options for all people to express themselves and to live the life they choose. While some encouraging progress can be seen in some areas, new practices for sports coverage are needed that provide equal opportunities for broadcasters, offer fair portrayal of women and men athletes, and celebrate all athletes regardless of gender. Radio could play a transformative role in this regard.

Studies have shown that large numbers of women are interested in sports, and watch or listen to sports through the media. However, there is a major imbalance in the relative coverage of men’s and women’s sports around the world. Even when women’s sports are covered, coverage often relies on tired stereotypes and could trivialize women’s achievements. Women’s sports or athletes who do not fit narrow ideals of ‘femininity’ maybe ignored entirely or even derided. It is important to examine these challenges, as sports media are extremely powerful in shaping the views and values of their audiences.

UNESCO’s Gender-Sensitive Indicators for Media provide a framework for media to evaluate their own practices and take steps to improve gender equality. UNESCO works to train broadcasters and journalists around the world in gender-sensitive operations, and promotes the adoption of policies to support gender equality in media.

At present, professional and championship sports dominate airwaves around the globe. Yet examples abound to show that broadcasters can attract new audiences by exploring new avenues for sports content based on traditional, cultural or grassroots sports. Kabaddi is a traditional contact sport in

\textsuperscript{4} [http://www.pib.nic.in/Pressreleaseshare.aspx?PRID=1518630](http://www.pib.nic.in/Pressreleaseshare.aspx?PRID=1518630)

India. The creation of a national league in cooperation with broadcasters has led it to become a phenomenon across the country, reaching hundreds of millions of people every week.

Establishing a culture of peace and sustainable development are at the heart of UNESCO’s work. Sports radio is a powerful medium to strengthen social ties and networks, celebrate diversity, and promote ideals of solidarity, tolerance and understanding. There are countless examples of sports being used to bridge divides, empower communities and promote social cohesion, but many of these do not make it onto the airwaves. By providing more coverage to the inspiring examples of sports for peace and development initiatives around the world, diversity of coverage is improved, and awareness is raised about stories of local interest.

5. Observing World Radio Day 2018 in New Delhi

On the occasion of World Radio Day 2018, UNESCO and the International Association of Women in Radio and Television (IAWRT) are co-organizing India’s first ever Radio Festival. The Radio Festival will be held in New Delhi, and will include an inaugural session, a plenary session on the theme ‘Radio and Sports’, panel discussions, thematic sessions, interactions with popular RJs, an exhibition, radio installations, and live performances. (Please refer to the following pages for further details about the Radio Festival.)

Participants will include representatives of the Government of India, United Nations, media practitioners, media associations and federations, development agencies, civil society organizations, and academia.

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### CELEBRATE WITH US

Radio stations, NGOs and other organisations can plan a special broadcast, or host an open day or public event. Post your events / broadcasts on the events map on our website so everyone can find out about them.

### SPREAD THE WORD

Partners should take action now to tell their listeners, networks and partners about World Radio Day and why it’s important. They can also post to social media using #worldradioday.

### LISTEN TO YOUR LISTENERS

World Radio Day is a chance to check up on how you’re engaging your audience. Host a self-review programme, hold a listener forum, nominate an audience engagement officer, or create an audience participation policy – the choice is yours!
THE RADIO FESTIVAL 2018

First time ever

Celebrating Sound

February 15, 2018
9:00 am to 9:30 pm

Venue:
Unesco House,
1 San Martin Marg
Chanakyapuri,
New Delhi
The Radio Festival 2018
Celebrating Sound

The expressive qualities of spoken word, sound and music enrich our lives and who better than Radio and Sound Art to showcase this. The Radio Festival (TRF) is all about that, hosted by UNESCO, it is being celebrated on 15 February, 2018, at UNESCO House, 1 San Martin Marg, Chanakyapuri, New Delhi.

Conceived and initiated by the International Association of Women in Radio and Television (IAWRT), a network of women associated with all media- print, television, radio and film, TRF will bring together Public, Private and Community radio and audio works on a single platform, in time to celebrate World Radio Day that falls on February 13, every year. The festival is an effort to break the silos between different broadcasting tiers and create an opportunity for engaging and learning from each other.

What makes TRF unique is its inclusivity of all forms of radio and audio offerings, to tell their stories and share experiences on a variety of themes like Sports - which is the World Radio day theme of 2018, creativity in programming; driving social change through storytelling, technological innovations in broadcasting and media convergence, and understanding wide ranging audiences, cutting across age, geography, literacy and language barriers. On board are multiple stakeholders from the Industry, NGO Sector, Private FM Radio Players, All India Radio and Community Radio Stations. Decision makers from the Ministry of Information and Broadcasting are expected to participate in the festival.

Committed to better radio through improved cooperation and understanding between different tiers of radio, industry and technology, The Radio Festival is poised to become an annual event, bigger and better

TRF Highlights

- Thematic sessions by experts and renowned radio personalities
- Dynamic space with a variety of sound installations
- Live performances
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<th>TIME</th>
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<tr>
<td>9.00 - 9.30 am</td>
<td>Registration</td>
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<td>9.30 – 11.00 am</td>
<td>INAGURAL SESSION</td>
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<td>• World Radio Day 2018 message (recorded): <strong>Mr António Guterres</strong>, Secretary-General, United Nations</td>
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<td>• World Radio Day 2018 message (recorded): <strong>Ms Audrey Azoulay</strong>, Director-General, UNESCO</td>
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<td>• Welcome address: <strong>Mr Shigeru Aoyagi</strong>, Director and UNESCO Representative to Bhutan, India, Maldives and Sri Lanka</td>
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<td>• Guest address: <strong>Ms Deepa Malik</strong>, Athlete and Padma Shri Awardee</td>
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<td>• Special address: <strong>Dr Shahid Rasool</strong>, Director, Commonwealth Educational Media Centre for Asia (CEMCA)</td>
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<td>• Thematic address: <strong>Mr F Sheheryar</strong>, Director-General, All India Radio</td>
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<td>• Keynote address: <strong>Ms Supriya Sahu</strong>, Director-General, Doordarshan</td>
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<td>• Introducing the Radio Festival: <strong>Ms Archana Kapoor</strong>, Managing Trustee, IAWRT</td>
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<td>• Unveiling The Radio Festival</td>
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<td>• Inaugural address: <strong>Ms Neelam Kapur</strong>, Director-General, Sports Authority of India</td>
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<td>• Vote of thanks: <strong>Mr Al-Amin Yusuph</strong>, Advisor (Communication and Information), UNESCO New Delhi</td>
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<td>11.00 – 11.30 am</td>
<td>Tea / Coffee</td>
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<td>11.30 – 12.30 pm</td>
<td>SESSION 1: ‘Radio and Sports: Challenges and Opportunities’</td>
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<td>• Moderator: <strong>Mr Rajiv Kumar Shukla</strong>, OSD, All India Radio</td>
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<td>• <strong>Mr Kulwinder Singh Kang</strong>, Sports Commentator and former Assistant Director of Sports, All India Radio</td>
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<td>• <strong>Mr V Siva Kumar</strong>, Assistant Director of Programmes (Sports), All India Radio</td>
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<td>• <strong>Ms Barsha Chhabaria</strong>, Station Head, Salaam Namaste Community Radio</td>
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<td>12.30 – 1.30 pm</td>
<td>SESSION 2: ‘Creativity in Programming’</td>
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<td>• Moderator: <strong>Ms Shefali Chaturvedi</strong>, Executive Producer, BBC Media Action</td>
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<td>• <strong>Ms Basudha Banerji</strong>, Programme Executive, All India Radio</td>
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<td>• <strong>Ms Arti Jaiman</strong>, Station Director, Gurgaon ki Awaz Community Radio</td>
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<td>• <strong>Ms Aisha George</strong>, Executive Coordinator, Hidden Pockets Collective</td>
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<td>• <strong>RJ Sachin Sahani</strong>, Red FM</td>
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<td>• <strong>Mr Gaurav Sharma</strong>, Executive Producer, Radio Mirchi</td>
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<td>• <strong>RJ Stutee Ghosh</strong>, Fever FM</td>
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<td>1.30 – 2.30 pm</td>
<td>Lunch</td>
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| 2.30 – 3.15 pm | SESSION 3: ‘Fun in Radio – Interstitials: Sessions with Popular RJs and Interactive Fun Session with Audience’ | • Anchor: **Muppet Grover**, Galli Galli Sim Sim  
• **RJ Raunac**, Red FM  
• **RJ Nitin**, Big FM  
• **RJ Nitin Pahwa**, Fever FM  
• **RJ Abhinav**, Radio Mirchi |
| 3.15 – 4.15 pm | SESSION 4: Panel Discussion on ‘Technology Innovations, Going Digital, Measuring Audiences’ | • Moderator: **Mr Shailendra Nigam**, Sr. Vice President, Technomedia  
• **Mr B.P. Srivastava**, Senior Advisor, BECIL  
• **Yogendra Pal**, Honorary Chairman, India Chapter, DRM Consortium  
• **Ritesh Dutta**, Director – Programmes, Gramvaani  
• **Shirshendu Banerjee**, Founder, Sound Board Media  
• **Amol Goje**, Director, VIIT, Vasundhara Vahini Community Radio |
| 4.15 – 4.45 pm | Tea / Coffee                                                                 |                         |
| 4.45 – 5.45 pm | SESSION 5: ‘Touching a Chord with Audiences: The Musical Journey through Radio’ | • Moderator: **Ms Shrinkhala Sahai**, Media professional  
• **Mr Asif Ramaya**, Community radio professional  
• **RJ Akriti Jakhmola**, Fever FM  
• **Dr K Vageesh**, Carnatic vocalist, Consultant, All India Radio  
• **Ms Veena Pahari**, Assistant Director of Programmes, All India Radio |
| 5.45 – 6.45 pm | SESSION 6: ‘Social Change through Story Telling’                           | • Moderator: **Ms Samina Mishra**, Documentary filmmaker  
• **Ms Radha Shukla**, Station Manager, Waqt ki Awaaz Community Radio  
• **Ms Neelam Malkania**, External Service Division (ESD), All India Radio  
• **RJ Praveen Sethia**, Red FM  
• **RJ Sharat Bhattatiripad**, Fever FM  
• **RJ Sayema Rahman**, Radio Mirchi |
| 6.45 – 7.45 pm | LIVE PERFORMANCES                                                           | • Hindustani classical music: **Mr Soumitra Thakur** (sitar), **Mr Avinash Kumar** (vocals), **Mr Mahavir Rajput** (tabla)  
• Stand-up comedy: **RJ Ashish** and **RJ Kisna** |
| 7.45 pm onwards |                                                                                   | Cocktails and Dinner    |
**INAUGURAL PANEL**

Shigeru Aoyagi is the Director and UNESCO Representative to Bhutan, India, Maldives and Sri Lanka. He joined UNESCO in July 2002, as Chief of the Literacy and Non-Formal Education (NFE) section within the Education Sector at UNESCO Headquarters in Paris. In 2006, he was appointed Director of the UNESCO Office in Kabul and UNESCO Representative to Afghanistan. Since January 2012, he has been Director and UNESCO Representative to Bhutan, India, Maldives and Sri Lanka.

Deepa Malik is an Indian athlete. She is the first Indian woman to win a medal in Paralympic Games and a Silver medal at the 2016 Summer Paralympics in the shot put. She is a member of the working group in the formulation 12th five-year plan (2012–2017) on Sports and Physical Education as nominated by the Planning Commission HRD Division on behalf of the Sports Ministry.

Shahid Rasool is the Director of CEMCA. A Fulbright Fellow in Communication Technology, he has over 25 years of experience in teaching, research, production and direction of educational films and development of e-content. He was Director EMMRC, University of Kashmir for over 10 years, before joining CEMCA.

Fayyaz Sheheryar is Director General, All India Radio, and an officer of the India Broadcasting Service. He has served the country in diverse ethno-linguistic zones through Akashvani and Doordarshan since 1981 in different capacities.

Supriya Sahu a 1991 batch IAS is Director General of Doordarshan. Earlier as Joint Secretary, Ministry of Information and Broadcasting she was in-charge of broadcasting and gave a boost to the Community Radio Sector. In October 2016, she was elected as Vice-President of the Asia-Pacific Broadcasting Union and is now the Acting President of Asia-Pacific Broadcasting Union.

Neelam Kapur a 1982 batch Indian Information Service officer has recently taken over as Director General of the Sports Authority of India. Earlier was serving as the Principal Director General of the Directorate of Field Publicity and the Principal Information Officer in Ministry of Information and Broadcasting.

Al-Amin Yusuph is the Advisor (Communication and Information) for South Asia, UNESCO New Delhi, is an information professional with 17 years of experience in knowledge and information management, and the use of new media for development. He joined UNESCO in 2006, having earlier worked with the British Council for eight years as Knowledge and Learning Centre Manager, and a Member of the East and West Africa Regional Leadership Team.

Anirban Sarma, is the National Programme Officer (Communication and Information) at UNESCO New Delhi. He designs and manages UNESCO’s initiatives on media development, ICTs and access to information across South Asia. An Inlaks Scholar and alumnus of the London School of Economics, he earlier worked in public affairs and corporate communications.

**SESSION SPEAKERS**

Abhinav is with Radio Mirchi, Delhi. An engineer by profession his talent and creative streak has helped him build a strong fan base for himself both on Radio and on social media. He is an out and out entertainer and is an inspiration for all the budding RJs & Youtubers. His mission is to make people laugh and smile.

Aisha Lovely George is the Executive Coordinator at Hidden Pockets Collective. As a podcaster she has created podcasts on Public spaces, sexual and reproductive health and rights and women's movement and is now working on a Podcast series "Own Your City" where women narrate their positive relationship with their city. She is also a certified peer educator and one of the Youth Champions 2017 from India (Asia Safe Abortion Partnership) and fellow of UNLEASH LAB 2017.

Akriti Jakhmola is with 107.2 FM Radio Nasha and with her you are all set for your romantic date with deewangi driven by chirpy, passionate & flamboyant 'Sapno Ki Rani Akriti' who hosts the evening show by the name of ‘Dhak Dhak Evenings’, Monday to Friday 4 to 7 Pm, & Weekend Request Show by the name of ‘Baat Ban Jaaye’ 5 to 6 pm.
Amol Goje is the Director Vidya Pratishthan’s Institute of Information Technology (VIIT), Baramati. An Engineer by profession, his main area of interest is to work for underprivileged people in the rural areas. He is the recipient the Manthan (AIF) 2005 and 2006, Maharashtra IT award (IT HRD) in 2008 and ‘Best Director’ of Pune University in 2017.

Arti Jaiman is the Station Director of Gurgaon Ki Awaaz, an award winning community radio station that has been on air since 2009. A journalist by training, she has created a vibrant media space where marginalized community groups can tell their own stories, in their own voices.

Ashish is M.A.D. his raw energy, enthusiasm and crazy observations will drive you mad as well. It will not be wrong to say that this boy is like the naughtiest student of the class- who will prank other students, not be averse to laughing at himself, flirt with the cute teachers, but still get away with his crimes because he is oh-so-adorable.

Asif A Ramaya has been a community broadcaster with Saiyo Re community radio. He has compiled a directory of folk musicians of Kutch for KMVS and has been incharge of recording, producing and disseminating CDs for Shah Latifs Kaafi and Raag sung by Kutch folk musicians. He has spent years in conserving, revitalising, promoting and sustaining the folk music of Kutch.

BP Srivastava is a Senior Advisor with BECIL. He has been decorated with “Akashvani Annual Award for Technical Excellence” for his work in the field of transmission. In recognition of his overall contribution in the field of radio broadcasting, he has been received two Lifetime Achievement Awards- Radio Congress 2011 and BES Expo 2017.

Barsha Chabaria heads Salaam Namaste, Community Radio at IMS Noida. A radio professional she brings with her experience of all three tiers of radio -public, private and community broadcast. She is passionate about radio and teaches undergraduate Journalism and Mass Communication Students too.

Basudha Banerji is an international award winning feature and documentary producer with over 25 years of experience in broadcasting. Currently with AIR she has served in various capacities. She is also a part-time blogger and an author of a non-fiction book ‘Once there was a Rani’.

Bhupender Singh is a Dhyanchand Awardee (2017) Athlete. He has won several awards and medals including the Bhim Award (2007), Silver Medal- Asian Games (2002) in 4X400 mtrs relay race, Silver Medal- Asian Games (2006) in 4x400 mtrs relay race. He is currently working as Manager and Games Coordinator (Athletics) in Oil and Natural Gas Corporation.

Gaurav Sharma produces the No.1 Morning Show in Delhi, The Naved Khan Show on Radio Mirchi. He is a social media enthusiast and is an active twitter user. His tweets are often featured in newspapers and websites. He tweets usually on current affairs with a humorous take.

K Vageesh hails from a music family belonging to the illustrious Tiger Varadhacharior School, and is trained in Karnatic Musician. He is a Science Graduate with a Master’s Degree in Music with distinction winning the Gold Medal from the University of Mysore With a natural flair for music right he is a highly awarded musician. He has been performing for nearly 40 years with his scholarly and soulful performance.

Kisna is a singer at heart and a brilliant prankster and a one man army when it comes to ideation, voicing, production, execution etc. From Kurukshetra, Kisna, has immense amount of love for adventure sports. He treks and travels to quench his thirst for more music and meeting more people.

Kulvinder Singh Kang has worked with AIR for more than 30 years and has been and involved in production, planning of sports programmes. He has covered both national and international events since 1998 till 2016. He has given live commentary for tennis, hockey, cricket, kabbaddi, badminton, handball and football for Doordarshan and AIR.

Neelam Malkania is a public broadcaster and had been with FM Gold for 4 years before moving on to the International Division of AIR. A story teller, poet, writer and an author and a live commentator for various Heads of States Summits and events.

Nitin Pahwa (RJ Lucky) is an amazing mimicry artist who is full with talent & humor, RJ Lucky hosts the evening drive time show at Fever 104 FM by the name of ‘Comedy Ki Dukaan’, Monday to Friday 5 to 9 Pm, who with his edgy mix of wit & enthusiasm will take you on a roller coaster ride on his show.
Praveen is an RJ with Red FM. He has handled is diverse, from an evening drive time show full of madness, to a one of its kind horror much awarded, storytelling “Ek Kahani Aisi Bhi” and is now hosting Kolkata’s funny bone tickle with Morning Number 1, the breakfast show every day and Araamzaada Weekend, a stand-up comedy show on radio.

Radha Shukla is the Station Manager of Community Radio Station, Waqt Ki Awaaz, operating in Kanpur Dehat. Under her leadership the radio has produced some interesting programmes - Karcha ka Parcha, Ghar ki lutiya Khet na jahiye, Ganv ki ghatariya and more.

Rajiv Kumar Shukla a poet and author is presently OSD in the Directorate General, AIR. In a career spanning over 30 years he has served in various capacities including International Radio Broadcaster at Hindi Service of Voice of America at Washington DC. He has covered live the London Olympics 2012, Asian Games-2010 and 2014.

Raunac is one of the most popular jocks in the country. RJ Raunac a.k.a Bauaa is adored his listeners and known for his prank calls and ventriloquized voice. Composing poems, and writing scripts for his hit shows is his forte. He recently won the Popular RJ of the Year by people’s choice’ 2017 award, at the India Radio Forum (IRF).

Ritesh Datta is with Gram Vaani and has a decade of development programming experience. Convinced about the power of media and community-led movements in facilitating social change, he is currently working on building long-term, scalable development solutions across geographies and thematic areas, using Gram Vaani’s pioneering ICT platform.

Sachin Sahni is with Fever FM and knows NCR colleges like the back of his hand. With a show that is as cheeky as it’s freaky, RJ Sachin rocks your afternoons like no one else would. His show get you thinking as he brings to his listeners a stash of fun, games and sports.

Samina Mishra is a documentary filmmaker, writer and teacher based in New Delhi, with a special interest in media for and about children. She worked on Nehru’s Children, an archival research project on the archive of the Children’s Film Society of India for the India Foundation for the Arts. She has been a board member of IAWRT India and is the co-curator of Soundphiles at IAWRT India’s Asian Women’s Film Festival. She is also collaborating on Torchlight, a web journal on libraries and bookish love.

Sayema is with Radio Mirchi and hosts the much-acclaimed Hindi retro night show “Purani Jeans” and “Meethi Mirchi” playing contemporary melody. She pioneered in bringing the soul stirring stories of prolific writer Saadat Hasan Manto in her radio series called “Ek Purani Kahani”. She enjoys a massive fan following on social media with close to 7.5 lakh followers on twitter alone.

Shailendra Nigam is the sales and marketing head at Technomedia Solutions. An Engineering graduate in Electronics & Telecommunications with more than 22 years of experience in the field of Broadcast & IT industry. He has worked in various management roles for blue chip IT before joining the Broadcast Industry.

Sharat Bhattacharjee is an award winning Radio professional with work experience of over a decade and a half. Currently he heads the content for Fever 104 FM & 107.2 FM Radio Nasha, Delhi as Vice President Programming & also hosts the early morning show at Fever 104 FM by the name of ‘Soul Yatra’ as Life Coach Sharat.

Shefali Chaturvedi is an Executive Producer at the India office of BBC Media Action. She has been experimenting with different radio content formats and is now exploring audio for mobile services. A winner of Laadli media Award 2012 and Rangkriti Award 2014, believes that she is a story teller by nature and a story seeker by profession.

Shirshendu Banerjee is the founder of Soundboard Media, a company working to redeploy radio and build novel communities. Soundboard has pioneered in store radio in India with developing mall radios across the country and is developing the medium of Radio On Demand (Podcasts) and their first podcast was launched in Jan 2018, BIKER RADIO RODCAST.

Shrinkhla Sahai is an educator, writer and media professional with a passion for radio and dance. She was the Content Manager, Radio Gandharv—the 24-hour Hindustani Classical Music station on WorldSpace Satellite Radio. She is a producer and presenter at RadioWeb Hindustani- an online radio station for Hindustani classical
music; Content Editor at Sangeet Natak Akademi and visiting faculty at Shiv Nadar University and National Broadcasting Academy.

**Stutee Ghosh** is an award winning Jock who hosts the afternoon show at Fever 104 FM by the name of ‘Baatologist Stutee’, Monday to Friday 2 to 5 pm. She is also an acclaimed Bollywood film critic who review films for ‘The Quint’ as well.

**Yogendra Pal** is the Honorary Chairman of the India Chapter of DRM Consortium, the international not-for-profit organisation created for the development and implementation of the DRM standard for the digitisation of the terrestrial radio transmissions. He has been an Advisor with the Ministry of Information & Broadcasting, and ADG at AIR and Doordarshan.

**V Siva Kumar** is presently Assistant Director of Programmes in the Sports Cell, AIR. An athlete and sports enthusiast he has covered live the last two editions of the Olympic Games held in Rio de Janeiro and London, the Asian Games held in Incheon, South Korea, and Guangzhou, China, and the Commonwealth Games held Melbourne and Delhi.

**Veena Pahari** received her Master of Hindustani Music from Faculty of music and fine arts, Delhi University and has been with AIR for over 25 year. As Assistant Director of Programmes at AIR, New Delhi, she is involved with planning, production and broadcasting for AIR stations all over India. She has given space to young talent and established artists on stage particularly folk artists.

**THE RADIO FESTIVAL DIRECTORATE**

**Archana Kapoor** is a publisher, a filmmaker and a community radio broadcaster. She is the Director of the award winning community radio station Radio Mewat. Deeply invested in the community media sector, she is also the current Managing Trustee of the IAWRT India Chapter and a member of the IAWRT International Board.

**Rukmini Vemraju** is an independent community media consultant, with a special interest in community radio. She has worked in different areas of communication like advertising, print media, communication for development, and, research over the last 30 years. Her last full-time assignment was with Commonwealth Educational Media Centre for Asia-Commonwealth of Learning, where she worked extensively in India and Bangladesh.

**Pinky Chandran** has over 18 years of experience spanning careers across international education, research, training, community mobilization, waste management, livelihood development and community radio. She is co-founder of Radio Active CR 90.4 MHz, an award winning community radio station in Bangalore.

**Associates**

**Meenakshi Kukreti** is a mass communication post graduate and a community broadcaster. She has been working with a community radio since the year 2015

**Komal Sharma** a mass communication post graduate has worked in television before joining the not for profit sector. She has been working with a community radio since the year 2016.

**Ashita Singh** has six years of experience of working with UNESCO. She has previously worked in Mauritius in an NGO for special needs and also served as a teacher for six years in India.

**Neha Owaisy** is a post graduate in Mass Communication from AJK MCRC, Jamia Millia Islamia and currently working as a volunteer with the Communication and Information Sector at UNESCO, New Delhi Office.
64% think sports are likely to inspire positive change compared to 39% for politics & 28% for religion.

Women represent just 7% of sportspersons seen, heard or read about in the media.

24% of fans are accessing sports content on radio on a daily basis.

In 2015, only 21% of people represented in radio news were women.

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