

## **LOYOLA COMMUNITY RADIO**

### **ANNUAL REPORT 2015-16**

Loyola Community Radio 107.4 is an initiative of Loyola College that has been actively running for the past Eleven years. Being a social medium of communication, LCR has been providing various programs that create impact over its vicinities. This academic year the LCR had initiated a special program for Transgender. In this academic year, LCR also had submitted a project proposal to UGC on Empowerment on Transgender. The main achievement was the LCR has conducted two **medical camps** on Hygiene and Cleanliness for the people who has been affected in Chennai flood. The LCR also issued **Aadhar card** to the Community people and Transgender.

LCR also conducted a practical session for nearly 200 students from various department of Loyola College. LCR had created a platform to the students at the time of “**Veethi Viruthu**” to interact with famous Film Directors and Eminent Folk Artists. LCR has sent a fifteen minutes program for thematic awards to Anna University and Ministry of Information and Broadcasting at Delhi. Our major concerns of work comprise the downtrodden people and the marginalized such as Transgender, Widows, Visually Challenged and low economic populations. Loyola Community Radio is broadcast from morning **10 A.M.** to **1 P.M.** in the forenoon and from **2 P.M.** to **5 P.M.** in the afternoon.

LCR is broadcast to the vicinities of Loyola College for over a radius of 15 km. We have about 1000 listeners for our community Radio. In this academic year, LCR also had submitted a project proposal to UGC on Transgender. Some of the places where our listeners can be found are Namachivayapuram, Choolaimedu, Pushpa Nagar, Soosapuram, Mahalingpuram, Nelson Manikkam Road, Chetpet, Egmore, Boopathi Nagar, Narasingapuram, and Thousand Lights. Loyola Community Radio has been receiving a positive feedback for its programs from its listeners such as Transgenders, Visually Challenged, widows and those from the poor economic backgrounds. Our programs have been of great likeness to House Wives and School going children from the nearby vicinities.

## **The following are the key programs taken by the Loyola Community Radio**

1. Makkal Kural
2. Anbudan Thozhi
3. Konjum Mozhi Pesi
4. Sattam oru Parvai
5. Loyola Nalam

### **Makkal Kural**

This program is a unique program that helps in reaching the unheard voices of the poor. Through this program LCR aims at disseminating the knowledge over various Government Policies and Orders framed by the State and Central Governments. The interviews of Thasildars, Railway officials on Welfare measures such how to apply for pension, train timings were broadcasted. It was highly appreciated.



### **Anbudan Thozhi**

This is an empowerment program focusing the women of our societies. This program aims at discussing the common issues and problems that the women of our societies face in the present century. The program comprises of Beauty Tips, Cooking Tips, Astrology, Growth and Development of Children.



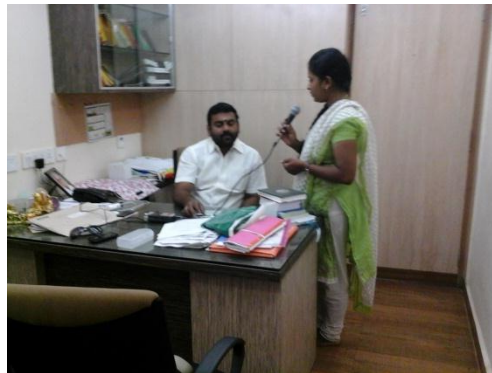
### **Konjum Mozhi Pesi**

Konjum Mozhi Pesi as the name suggests is a Child based program that reaches the ears of children. The aim of the program is to kindle the minds of the children and impart positive values in their minds through traditional stories that were once forgotten such as moral tales and Ambuli Mama stories. The

program comprises of the Good touch and bad touch for Girl children. Even awareness on Trafficking for the boy children were also discussed.

### **Sattam Oru Parvai**

Sattam oru Parvai is a platform where various officials of the Government's Judiciary such as Adovcates, Police Officers and Magistrates come and speak of their experiences on the laws and its enforcements. The program aims at bringing into limelight the easy methods of enabling a safe life through the help of the Judiciary system. In this program family based



counseling, Discussion on the amendments of Laws were held. It was really useful to the community members. we have advisory commity members for this programme. specially advogate purushothaman and c.d Johnson.

### **Loyola Nalam**

Loyola Nalam as per the title invites various eminent personalities from the field of medicine to come and talk about the present day diseases and the therapies available. The program aims at brining good health to all its listeners through discussions over common and seasonal sicknesses and the necessary precautions to be taken. As a event of this program, nearly 100 students were sent to the flood affected regions of Chennai to spray the bleaching powder.



**Some of the programs that we had conducted in this academic year are as follows:**

#### **Loyola Radio Club – Inauguration**

On 03-9-2015, LCR has been started as an official credit based club on students activities. The inaugural function was blessed and presided over by the Principal Rev. Fr. Joseph Antony Samy S.J., the Vice Principal Rev. Dr. Joseph Antony Jacob S.J., the Deputy Principal Prof.

Ramamurthy, Kalaimamani.Smt. Anitha Kuppusamy. The inaugural ceremony was followed by a Seminar on Transgender on which many Transgender shared their problems.



### Medical Camp

LCR has conducted two medical camps in the Chennai flood affected areas. The medical camp held on 26.01.2016 for community people at Egmore and the beneficiaries around 300 got medicines through the camp. Dr. Shradha, the Dental specialist, Dr. Govindharaj, General Medicine, Dr. Ashok, Dr. Aarthi, Pediatricians, Nurses Shyamala and Sheeba were engaged in the medical camp. Our beloved Principal Dr. Joseph Antony Samy and Rev. Fr. Rock Chinnappa, Parish Priest, Sacred Heart Church presided the Function. Nearly 200 students of LCR participated in the medical camp. The next medical camp was held on 4.02.2016 for Transgender at Namachivayapuram. Dr. Govindharaj and Nurse Shymala engaged the medical camp.



### Recordings

LCR through its specialized recording theatre has invited and recorded messages of Advocate Mr. Johnson, Advocate Ms. Margret, tahsildar Oviyar Pugazhenth, Kavingar Karunanidhi, Actor sathyendra, physically challenged person deepan-[pc head] ,Mr. Sagayara – Southern Railways,

Mr. Jude – Musician and the professors of various departments in the field of media and academics.



### Special Programs

- The students registered through the LCR have been sent to over 10 areas in the vicinities of Loyola College for outreach. The students were organized and sent to the community to spread the awareness on the Community Radio and its programs.



- Dr. Revathy, Deputy Director- LCR and Ms. Amali, Sound Designer attended a Seminar at Anna University on 13.10.2015. the topic about Hygiene and cleanliness.

- On 3.11.2015 a seminar organized by UNICEF were attend by Dr. Revathy and Ms. Amali at GRT Hotel, T.Nagar.





- The Region Sammelan conducted by the Ministry of Information and Broadcasting and CRA which held at Pune on Feb 15 and 16, 2016 and Dr.Revathy attended the conference and spoke on Community Radio Technology as a panelist. Dr. Revathy was given a special Award for her speech. Dr. Revathy spoke there about the Community Radio initiative taken by the management of Loyola College.



- Dr. Revathy has given an awareness program on Child abuse at Velammal School for two days and nearly 700 students participated. The program held at the month of 4<sup>th</sup> and 5<sup>th</sup> August, 2015. In that session Ms. Amali conducted an interview with the students.



- Dr. Revathy has delivered a speech about Dr. Abdul Kalam' s History at Kanyahaparameshwari college at Parris corner and Ms. Amali recoreded the program and conducted interview with the girl students and transmitted in the community radio.
- Dr. Revathy and Ms. Amali visited various CR studios such as Anna University, Rajiv Gandhi CR studio and got the knowledge of Software and other updates.



### **Loyola Radio Club - Valedictory Function**

On March 1st 2016 LCR had organized the valedictory ceremony of its students club at the Viscom Preview theatre presided by Rev.Fr.Principal, Rev.Fr.Secretary and other dignitaries of the college. The guest for the day was Thiru. Rajendra Balaji who spoke of various community development programs and distributed certificates.



### **Successful stories**

- As a result of Seminar organized at Loyola College on 3<sup>rd</sup>, sept, 2015 for Transgender, an initiative was taken by Rev. Fr. Principal regarding five petitions for the betterment of Transgender a letter was sent on 9<sup>th</sup> sep, 2015 . Recently the GO was passed by the

Government that they had allotted 250 houses at Chemmangeri worth of 9 lakh each home. The 250 beneficiaries thanked the Principal of Loyola College. This was shared by Transgender Sudha, Aruna, Nooriammal to Dr. Revathy Mrs Amali. This is a testimony that Loyola College is succeeding in all its initiatives.



- On 21<sup>st</sup> feb, 2016 in collaboration with Mr.Pinto from Home Ministry, LCR issued Aadhar card to the community people at Egmore. Nearly 128 people of the community enrolled and received the acknowledgement card. The community people conveyed their thanks to the Loyola College management.

#### Media Visits and Recordings.

- Our LCR are send the students for various medias example **puthiya thalaimurai** and **kalaigar tv** and also **thinamalar**.
- We record the prayer, news and also campus announcements which is connected with college events.
- Dr Revathy worked as a pro and fixing the chief guests for various department functions. In that our LCR also utilize them for our programme.Mrs amali taken the interview with that guests and transmitting the programme through the cr. And also our Loyola radio club students also participate in that programmes.

