

Best Practice No 2

1. Title of the Practice: Voices of Rama: Empowering Communities through Radio Engagement

2. Objectives of the Practice: The practice aims to utilize Radio Rama 90.8 FM as a platform to foster community engagement and empowerment. Through diverse programs such as AAPKASWASTHYA (Your Health), UNNAT KHETI (Advanced Agriculture) and RAMA KE SITARE (Stars of Rama), the institute aims to inform, educate and entertain the listeners while amplifying local voices and promoting community well-being. The underlying principle is to provide accessible and engaging programming that addresses local interests and concerns. The addition of CAREER COUNSELING CORNER will further enhance this mission by serving as a valuable resource for the community, empowering individuals to make informed decisions about their careers and fostering professional growth within the local context. This initiative complements Radio Rama 90.8 FM's existing programming by offering practical support and guidance that aligns with listener's personal and professional aspirations.

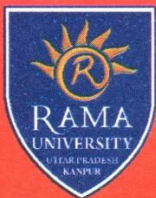
3. Context: Established to fill the need for a local communication platform in Kanpur and surrounding areas, Radio Rama 90.8 FM serves as a vital channel for community members to share stories, discuss health issues and agricultural practices and interact with experts. This is particularly crucial in rural settings where access to information may be limited.

4. The Practice: Operating daily from 10 AM to 5 PM, Radio Rama 90.8 FM offers tailored programming to cater to community interests:

- **AAPKA SWASTHYA:** Focuses on health topics, promoting proactive health measures among listeners.
- **UNNAT KHETI:** Advances agricultural practices, contributing to increase in crop yields among participating farmers.
- **RAMA KE SITARE:** Highlights local talents, inspiring listeners and promoting cultural engagement.
- **EK MULAQAT:** Features interviews that positively impact student counselling and career guidance.
- **DOCTOR JUNCTION:** Shares medical innovations to enhance healthcare delivery.
- **KISHAN JUNCTION:** Educates farmers, supporting new business ventures and agricultural entrepreneurship.

Evidence of Success: Successful outcomes include:

- Significant societal impact with more than 100 health-related inquiries monthly since 2020.



- More than 500+ students benefit annually from counselling services facilitated through the radio programs.
- Notable increase in crop yields among farmers engaged with UNNAT KHETI.
- Spurred innovative ideas across various fields such as engineering, agriculture, law, mass communication, dental health and Ayurveda.
- Contribution to the initiation of new businesses through support of local entrepreneurship.

Problems Encountered and Resources Required: Challenges include maintaining program quality with limited resources, ensuring sustained community participation and adhering to regulations. Engaging listeners amidst diverse community needs, while creating relevant content that meets educational standards poses additional challenges. Resources required to address these challenges include trained personnel, technical infrastructure upgrades and ongoing community partnerships to ensure the sustainability and impact of the radio programs.

Notes: Radio Rama 90.8 FM encourages other institutions to adopt similar community engagement strategies through media. Customizing programming to local needs not only enhances community participation but also strengthens educational outreach efforts. This aligns with institutional values of innovation and community service, reflecting a commitment to fostering meaningful social impact through media platforms.



RAMA UNIVERSITY

Vide U.P. Act No.1 of 2014 as Passed by State Legislature and Recognised By UGC U/s 2(f) **UTTAR PRADESH**

RADIO RAMA 90.8FM:





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AAPKA SWASTHYA:



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UNNAT KHETI:





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RAMA KE SITARE:





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Independent Artist Day





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EK MULAQAT:





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 **HOLI SPECIAL**
INTERVIEW

22 March, 2024 | 10:00 AM



RJ AYUSH
Radio Rama (90.8 FM)
Rama University



VIJAY PRATAP SINGH
Assistant Commissioner
Food Safety & Drug Administration
Kanpur Nagar



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Rama University
is well equipped to provide both

Theoretical & Practical Knowledge

- Dr. Brijendra Nigam



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Strength, Dignity
is What **She** Inherits
and Deserves

International
WOMEN'S
8 MARCH *Day*

Stay tuned with RJ Ayush to Radio Rama 90.8 FM
AAPKA APNA FM 📻





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2 March



Remembering
SAROJINI NAIDU
On Her Death Anniversary

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AAPKA APNA FM 📻





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*Participate & Get an Opportunity to Interact with
Hon'ble Prime Minister Narendra Modi*

**Stay tuned with RJ Ayush to Radio Rama 90.8 FM
AAPKA APNA FM**





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DOCTOR JUNCTION:

WORLD ORAL HEALTH DAY 20 March

World Oral Health Day is a global healthcare event observed every year on the 20th of March to raise awareness about oral hygiene, its importance, and the factors that have contributed to oral diseases.



Stay tuned with RJ Ayush to Radio Rama 90.8 FM AAPKA APNA FM





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RAMA HOSPITAL
A Unit of Rama Medical College

बेहतर
शारीरिक संतुलन
के लिए
रीढ़
की देखभाल करें।

Expert- Dr. Manjit Kumar
Faculty of Paramedical Sciences,
Radio Rama (90.8 FM)
ON AIR AT 10:00 AM & 1:00 PM
With **RJ Ayush**





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रामा विश्वविद्यालय, कानपुर एवं एस.बी.टी.सी. (यू.पी.)
— द्वारा आयोजित —

रक्तदान शिविर

दिनांक- 25 अप्रैल 2023 | समय- 10:00 बजे से



हर दिन
हर घर आयुर्वेद

आयुर्वेद दिवस | 23 अक्टूबर, 2022

एवं हॉस्पिटल, कानपुर





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Mandhana, Uttar Pradesh, India
H69C+74X, Mandhana, Bhavanipur, Uttar Pradesh 209217, India
Lat 26.568215°

Physiotherapy Camp

5th April 2024 | Faculty of paramedical sciences, Rama University



Mandhana, Uttar Pradesh, India
H69C+74X, Mandhana, Bhavanipur, Uttar Pradesh 209217, India
Lat 26.568215°

Physiotherapy Camp

5th April 2024 | Faculty of paramedical sciences, Rama University



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KISHAN JUNCTION:





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Mandhana, Uttar Pradesh, India

National Farmer's Day

23rd Dec 2023 | Faculty of Agricultural Sciences & Allied Industries



Mandhana, Uttar Pradesh, India

National Farmer's Day

23rd Dec 2023 | Faculty of Agricultural Sciences & Allied Industries

Long 80.216918°



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GPS Map Camera

National Farmer's Day

23rd Dec 2023 | Faculty of Agricultural Sciences & Allied Industries

Lat 26.577707



GPS Map Camera

Mandhana, Uttar Pradesh, India

National Farmer's Day

23rd Dec 2023 | Faculty of Agricultural Sciences & Allied Industries

Long 80.216718°



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AGRICULTURAL SCIENCES
is a sector that will never face **RECESSION**
- Dr. Aneeta Yadav

TYE 22-23 Starline SBERTC, IIM RYK
अन कसकाली ६ वर में सडरकल प्रकल कल अडलल
COMPLETE GROW BAG
एक साल में दो गुना से ज्यादा का फायदा
केवल कानपुर शहर में सपलाई
ऑर्डर के लिए Whatsapp करें
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TYE 22-23 Starline SBERTC, IIM RYK
अन कसकाली ६ वर में सडरकल प्रकल कल अडलल
COMPLETE GROW BAG

An Exposure Visit to the Annual Farmer's Fair 2023
8-10 October 2023 | Faculty of Agricultural Sciences & Allied Industries, Rama University



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भाकृअनुप-केंद्रीय आलू अनुसंधान संस्थान
क्षेत्रीय केंद्र, मोदीपुरम, मेरठ (उ.प्र.)

An Exposure Visit to the Annual Farmer's Fair 2023

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Station, Modipuram



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