



To stay updated with our work, follow us on -

The Radio Festival

@theradiofest www.theradiofestival.com @theradiofestival

SMART

@smart_ngo www.smartngo.org @smartngo97

THE RADIO FAIR
..... **SDGs on the Air**

25th July, 2022

India International Centre, New Delhi

What is The Radio Festival?

The Radio Festival (TRF) is a first-of-its-kind initiative that brings together all three tiers of radio broadcasting – public, private and community radio – along with podcasters and others invested in the audio space, to celebrate sound through the prism of radio. Organised by Seeking Modern Applications for Real Transformation (SMART) in partnership with UNESCO, TRF is celebrated every year to mark World Radio Day in February and has had 4 successful editions. On account of the spread of Omicron earlier this year, this year it is being organised to coincide with National Broadcasting Day.

Titled 'The Radio Fair: SDGs on the Air', the 5th edition provides a unique opportunity for participants to have invigorating conversations with multi-stakeholders and exchange innovative ideas with some of the leading RJs.

This edition also offers a range of games and simulations that aim to increase civic participation, strengthen ownership of SDGs and build sustainable partnerships for a brighter future.

9:15 - 10:00 • Curtain Raiser

Performance by Kashmir's first beatboxer, Sufiyan Rouf

10:00 - 11:00 • Inaugural Session

Setting the context of The Radio Fair: SDGs on the Air

Speakers: Moderator: Archana Kapoor (Founder, TRF) • Panelists: Mayank Agrawal (CEO, Prasar Bharati), Neerja Shekhar (Additional Secretary, Ministry of Information and Broadcasting, GoI), Hezekiel Dlamini (Advisor Communications and Informations, UNESCO), Siddhartha Shreshtha (Chief, SBC, UNICEF), Kiri Atri (External Relations Officer, UNHCR)

11:00 - 11:30 • Tea

11:30 - 12:15 • Future of Cities & Radio

As radios expand to smaller cities, can they be drivers for community sensitisation towards climate change?

Speakers: Moderator: Punit Gandhi (Sr Associate, NIUA) • Panelists: Abeer Kapoor (Podcaster and Game developer), Kirandeep Kaur (Radio Bundelkhand), Sameen (Red FM), Sangeeta Jain (AIR)

12:20 - 13:00 • Engaging Communities for Nutrition (SDG 2)

Radios are uniquely positioned to engage local stakeholders for creating awareness and engaging with communities for social change. Can radios take the lead in improving the NHFS 5 figures on malnutrition?

Speakers: Moderator: Dr Moina Khan (Assistant Professor, Times School of Media) • Panelists: Gayathri Usman (Radio Kadalosai), Radha Shukla (Wakt Ki Awaaz), Arushi (Radio Madhuban), Asha More (Vasundhara Vahini), Manish Samadhiya (Radio Bundelkhand), Krishna (Apna Radio)

13:00 - 14:00 • Lunch

14:00 - 14:45 • Aawaz Mein Hai Jaan ya Shaki Hai Ab Pehchaan?

Is the face taking precedence over the voice? What does an RJ look like - are we supposed to know? Isn't it the voice that keeps its listeners hooked? Why are all popular RJs moving to multi-platforms?

Speakers: Panelists: RJ Swati (RED FM), RJ Nasir (DPS Radio), RJ Ginni (Radio City), RJ Ashish (Ishq FM)

14:45 - 15:45 • Radios for Good Health & Well Being

Radio eating right, daily exercise regimes, the importance of COVID Vaccines, to boosting the morale of listeners and encouraging them towards positivity, radios have time and again initiated campaigns that advocate SDG 3. Listen to popular RJs talk and decode the matrix of the marriage between radios and SDGs.

Speakers: Moderator: Kulveen Trehan (Sr Faculty, IPU) • Panelists: RJ Vijdan (Radio Mirchi), RJ Divya (Radio City), RJ Rohan (Red FM), Sulakshna Bali (BIG FM)

15:45 - 16:30 • From Bollywood to Indie Artists: Whose Gain, Whose Loss

Bollywood has not only shaped our music tastes as individuals, but Bollywood music has become an inherent aspect of Indian culture that is celebrated worldwide. Music brews in the very nerve cells of our country, spanning geographies and languages, in the nooks and crannies of by-lanes in Rajasthan as well as in the melodies that echo over the backwaters of Kerala. This music is now tapping into the crescendo of mass appeal as it is being broadcast over the airwaves. Listen to radios decode this shift.

Speakers: Moderator: Nitin Mantri (Group CEO of AvianWe) • Panelists: RJ Vijdan (Radio Mirchi), RJ Divya (Radio City), RJ Rohan (Red FM), Sulakshna Bali (BIG FM)

16:30 - 17:30 • Reservation of Airwaves: Primetime for Women (SDG 5)

In a quest to balance the skewed scales of gender in our society, reservation is often seen as a way to ensure equal representation. What if this reservation extends to the airwaves and half the airtime is booked for women? Catch 3 male and 3 female RJs go head-to-head to debate the parameters of reserving primetime by women, for women.

Speakers: Moderator: Radha Rani (BBC Media Action) • Panelists: RJ Juhie (BIG FM), Radha Shukla (Waq ki Awaz CR), RJ Sayema (Radio Mirchi), RJ Sarthak (Fever), RJ Peeyush (Radio Nasha), Jitender Sharma (Radio Kisan Vani), Radha Rani (BBC Media Action)

17:30 - 18:00 • Tea

18:00 - 19:15 • Sufi Evening

A magical performance by Sufi Singer, Dhruv Sangari aka Bilal Chishty, of Coke Studio fame