

Radio Salesian, UNICEF to spread awareness on COVID-19 in the hills



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Radio Salesian (90.8) - The voice of the Hills - run by Salesian College Sonada has been selected as a partner in raising awareness about COVID-19 in a national project sponsored by UNICEF.

Titled 'Mission Corona', the five-month initiative will feature a 25-minute weekly programme in Nepali language that will focus on issues related to the usage of masks, home quarantine, physical distancing, building immune system, and elderly care, among others.

“During this unprecedented public health emergency, as community radio, we can inform and educate people on the impending danger of the pandemic through ‘Mission Corona,’” says station director, Fr. C.M. Paul.

With a transmitter that caters to a radius of over 15 kilometers across tea plantations around the college, the listeners are mostly based in Kurseong, Sonada, entire Balasun Valley, and bordering towns of Nepal like Pashupati, Illam, Kakrabitta and Birtamore.

Radio Salesian is also available 24x7 on web radio worldwide through the App “Listen2MyRadio”.

Radio Salesian established in 2016 broadcasts 12 hours daily (8 am to 8 pm) and was named as a partner in Mission Corona by the Community Radio Association, New Delhi.

Radio Salesian is the first college based community radio in North Bengal and entire northeast India. It is also the only Nepali language broadcasting community radio in India.

UNICEF has been reaching out to public service broadcasters globally, through community radio stations, with each partner allowed to tailor the topics according to local requirements, on COVID-19 prevention.

Five local radio journalists are part of the production team, led by Program Coordinator RJ Samir.

“Besides, scheduled Covid-19 programs, from 1st of July we are hosting four hours of live show to reach out to local people in real time and educate them on scientific viewpoints on myths about diseases, and also create awareness on preventive measures,” says RJ Samir.

Radio Salesian programming will also look at nutrition and hygiene aspects as well as a poster campaign through social media.

Reported by RJ Smriti

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BY CM PAUL

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