

## Press Release

Suno Sharda 90.8 fm  
Community Radio Station  
Sharda University  
Greater Noida

Dated : 14/10/2020

Suno Sharda 90.8 fm is a community radio which has been continuously making society aware on important issues. In the direction of making society better in Corona period , station is now awakening society and continuously making people aware of the community through its programs. This is why our community radio Suno Sharda 90.8 fm has launched a wake-up campaign on COVID-19 #Nayi Shuruat in collaboration with Smart Foundation.

The aim of this awareness campaign is to make more and more people aware of COVID 19 as well as to tell about the preventive measures and means of prevention. This campaign is of 90 days, which has started from 21<sup>st</sup> September. This campaign will be carried out in three stages, in which people will be made aware about the use of masks, social distancing and then cleaning of hands in different ways.

As the government has now started unlocking, now we have to not only face COVID 19 but also defeat it. To make this mission a success Suno Sharda 90.8 fm is not only limited to the studio but is also working at the ground level. Suno Sarada has brought some villages and towns in contact with them where there is a need for this mission. To make this campaign successful at the grassroots level, the team of Suno Sharda 90.8 FM went to Luharli village and after talking to the Pradhyaan of village Mr. Bachchan ji, we found his complete interest in our mission . He also introduced us to the Asha workers of the village. While keeping in mind all the security related to the infection, our team interacted with the villagers and make them aware of all the guidelines issued by the government, with the cooperation of Asha Worker Rajesh.

Without any financial support, masks were distributed to the general public for protection and a community meeting was organized in which the distance of two yards was also fully taken care of. Suno Sarada 90.8 fm has made some

such conscious messages which were heard through the speakers in the entire village including the message of District Officer Mr. Suhas LYG.

Keeping in mind that covid 19 is now a reality of life and its medicine is far away, Suno Sharda 90.8 fm is continuously broadcasting programmes under the campaign “ Nayi Shuruat” on preventions and precautions on how to keep yourself and family safe in unlock, ranging from Asha Worker to Health Specialist.

This campaign is also active on social media, in which #indiawearmask, #Musthaimask, #ANewNormal, #CRMASKMission are trending on Facebook, Twitter etc. and people are being made aware under this campaign.