

## **FOUNDER SPEAKS**

I am happy that Kalinga Bharati 90.0FM has been launched in KIIT campus with an objective of taking care of local communities, local aspirations and community well being in most affordable way. Radio as a mass media plays a pivotal role for social change and social development. It brings everyone young and old, rich and poor together. Despite the presence of Internet radio, Digital radio, Commercial radio and AIR. Community radio is still relevant which caters to specific communities.

With launching of Kalinga Bharati, a new paradigm of University-community engagement is added to the mission of teaching and research which I believe will accrue tangible benefits to the community, reduce social inequality and enable a fairer society. The platform will provide opportunity to community people around our university to meet, collaborate and tell their own stories, share their experiences, strengthen community bond, highlight common issues and provide opportunities for divergent viewpoints with participatory communication

We can further brighten our brand image as a Change maker campus as University of Humanity and Compassion by tackling social problems more effectively, offer solutions or response to local issues and work closely with local community for improving their lives .Community engagement will be closely integrated to teaching and research of KIIT DU which would empower local communities so far overlooked by commercial mass media and public broadcasting services.

Let us join hands and use the new platform of Kalinga Bharati, 90.00FM to achieve our mission of integrating community service in addition to knowledge creation, human capital formation ,research and knowledge transfer for the benefit of community.

My best wishes to Kalinga Bharati to achieve its primary goal of community well being for inclusive nationhood amidst all diversity and cultural variety.

**Achyuta Samanta.**