

COMMUNITY RADIO

In today's world, media plays a responsive role in imparting education. Community radio serves as a beneficial medium for disseminating information. Amity Radio station carried out various awareness initiatives such as knowledge about Breastfeeding, awareness about women's rights, awareness related to youth employment and Nutritional education. For invaluable experience for students to grasp.

It helps in ensuring people with the right of educating communities through various community radio programs. Community radio is addressing health, water, and educational-related issues.

Various projects were carried out by Amity's Community Radio. Community engagement projects conducted by Radio Amity that are Full on Nikki are based on child adolescence and development. Amity radio has collaborated with UNICEF and Community Radio Association to spreading of awareness of various initiatives such as child adolescents and domestic violence & Swasthya Sankalp.

Engagement of the youth warriors for the Empowerment of adolescents and youth during the wake of the COVID-19 response through community enrichment programmes. Initiatives taken under SMART Programme is HINSA KO NO for domestic violence conducted in 2018 & 2020. Swasthya Baan (SMART) was carried out in 2022.

COVID campaigns related to vaccination awareness and combating myths & misconceptions during the wake of COVID-19. Community radio for Amity has supported the initiatives that centered to Girl's Education in association with Room to Read & Paheli Phelwan which is developed with BBC Media Action Limited



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VICHAAR CLUB

Vichaar is the ideal platform for budding and talented writers and speakers to showcase and enhance their creative, artistic and analytical writing and speaking. To provide opportunities to the writers and speakers to showcase their extempore talent and the students to share their ideas and to get involved in productive discussions focusing on students' weaker areas related to their written and communication skills



THINK MORE DO MORE

It also creates a platform where students can work on their basic communication and presentation prowess. Dr. Piyashi has always been the guide in the club. The club's key management includes Himali, Trishita, Arunima and Sujas. The club typically focus on debates, storytelling, poetry, content writing and etc. The club has organized various events as well that involves 'Say it out Loud' (first event of the Vichaar Club), Vichaar Talks, 'Who are you', 'Just a Minute', 'Hum apke hai kaun' and Character Day.

'Say it out loud' was one of the events that included story writing, story telling and poetry and it focused on making the participants feel important. Many people including the participants were inspired by this event and learned to feel confident in sharing their poetry or story that helped the individuals to work on their speaking and writing skills as well as the confidence. On the other hand, Vichaar Talks was one of the Talk Show events where the guests shared their experience on any subject of their choice. It had changing episodes that highlighted various opinions on significant subjects in society, politics, religion or other hot topics.



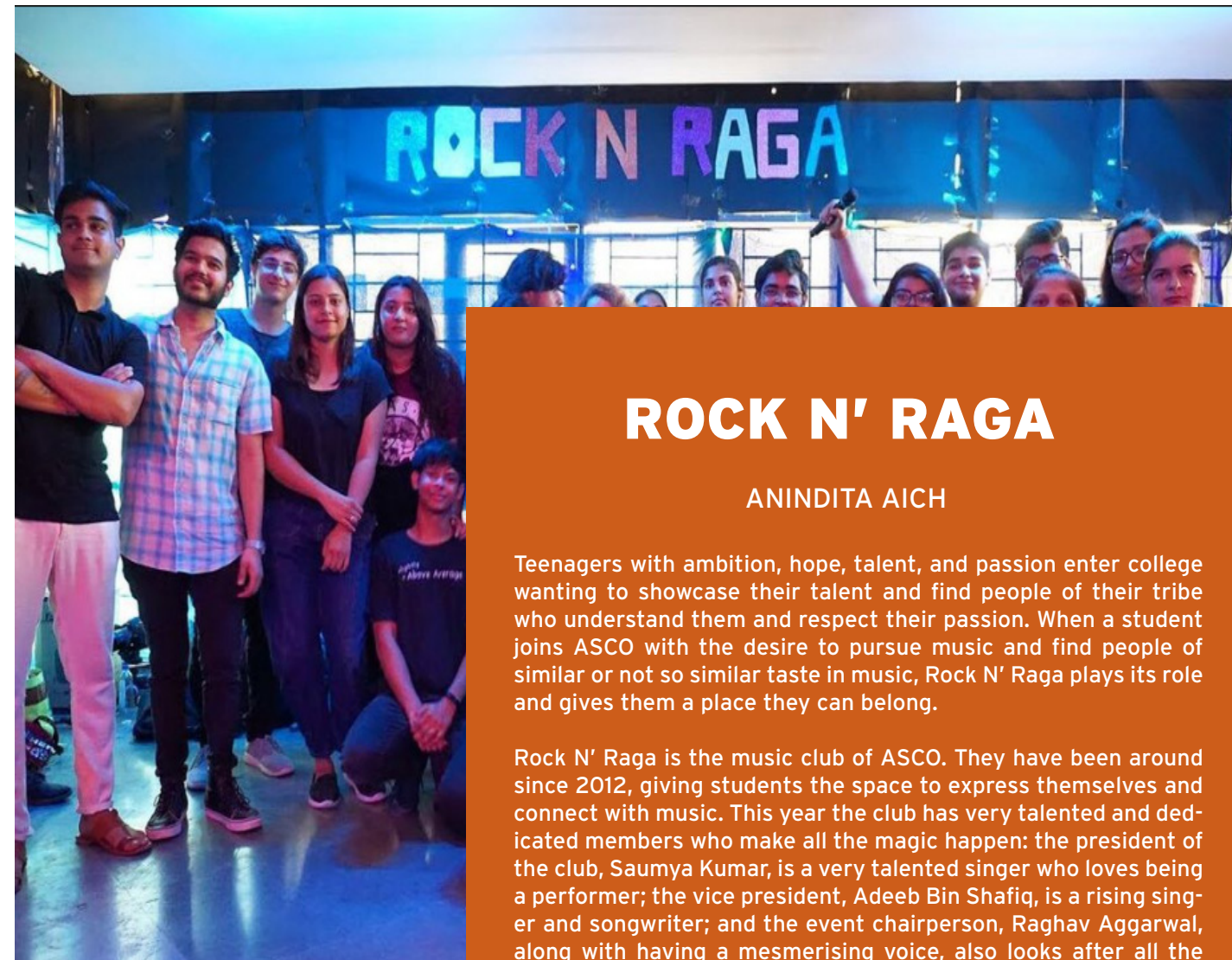
The individuals had a fresh perspective to present their ideas to others and this helped boost their personality, awareness and confidence. The club organized various activities as well and it included introduction of new members acknowledging them with brief biographical details and their motivations for joining. Out of the many activities, one such activity was called 'Hum apke hai kaun'.

It was one such event that was held to showcase the talent of individuals presenting themselves as movie characters. Participants displayed their talents that included poetry, comedy, acting, lip-syncing singing, dancing, martial arts and other areas. Many individuals were inspired by this event and actively participated in it making the Vichaar Club very fruitful and interactive among the students.

DEEYA VALECHA



EDITORIAL



ROCK N' RAGA

ANINDITA AICH

Teenagers with ambition, hope, talent, and passion enter college wanting to showcase their talent and find people of their tribe who understand them and respect their passion. When a student joins ASCO with the desire to pursue music and find people of similar or not so similar taste in music, Rock N' Raga plays its role and gives them a place they can belong.

Rock N' Raga is the music club of ASCO. They have been around since 2012, giving students the space to express themselves and connect with music. This year the club has very talented and dedicated members who make all the magic happen: the president of the club, Saumya Kumar, is a very talented singer who loves being a performer; the vice president, Adeeb Bin Shafiq, is a rising singer and songwriter; and the event chairperson, Raghav Aggarwal, along with having a mesmerising voice, also looks after all the events and has a huge hand in their success.

Rock N' Raga has a full-fledged committee to conceive, prepare, and present various music-based events like AYF: Battle of the Bands, Character Day 2022 (organised by the Consortium of Clubs, ASCO), Project Masakali (organised with Metronome), Auditions 2022 (odd semester), Holly Bolly (ASCO), Halloween 2022, ASCO, and Fresher's 2022, ASCO. Cultural events like Republic Day 22, Independence Day ASCO, Teacher's Day ASCO, and Sangathan 2022 Closing Ceremony

Being a part of the club is a wonderful opportunity to meet people who are equally passionate as you, people with varied tastes in music, and people who might give you a new perspective on the way you look at music.

AGHAAZ

DRAMATICS SOCIETY OF ASCO

Even if you've played a small character in a school play, do try out for the dramatics society if the stage appeals to you. The practice sessions can be quite demanding and exhausting but the best part is that you will be preparing and performing a lot of plays about social issues which will give you a deep knowledge about many societal problems.

DIKSHA TYAGI

Not to mention the immense boost of confidence being on stage gives you! If you're not an actor, talk to the society and they might have opportunities for camera people, backstage crew, or scriptwriting! One such event that served the purpose right was the AMITY YOUTH FEST. Amity Youth Fest is the mega youth festival organized by Amity University, Uttar Pradesh.

The three - day fest includes variety of inter-institution competitions, technical workshops, cultural programs, and entertainment activities in which more than 20,000 participants from different colleges/universities across the world participate in highly invigorating and exciting competitions.

AFY aims at engaging students from various colleges/universities/schools during these unprecedented times, help them to showcase their knowledge and skills and spread happiness. AYF is an annual national platform to experience and an opportunity to form new bonds, showcase creative genius while celebrating our cherished culture, heritage, and values. The fest stands apart as a solely student driven fest of soaring spirits, reaching new heights each year.

RADIO CLUB

A WAY TO REACH FURTHER

Radio Amity offers a mix of knowledge and entertainment for today's Youth and local Community members. The license to operate Community Radio Station is granted by Ministry of Information & Broadcast after WPC and 5ACFA clearance. Radio Amity is a community Radio Station producing program related to children welfare, education, health, environment, entrepreneurship, skill development, literacy and socially development issues. Radio Amity also belts out popular music and entertainment programmes.

Radio Amity with its tagline "Udan hai umango ki" has been providing a platform for the needy community to showcase their talent and to speak on their daily life issues. Giving an identity to the voices of the people. Radio Amity even in this Covid 19 pandemic stood by its community members and we have been continuously broadcasting Radio programming to aware and deliver the required information to the listeners.

It also emerges as a platform that allows everyone to start their own podcasts and record their voiceover and has been actively connecting our students, doctors, and expert's thorough social media platforms, over telephones, and even on the ground to reach out to the needy community. In the ASCO department Amity Radio is always considered to be one of the most active groups. With organization by a good number of students. Amity radio was able to take the podcasts of several famous personalities, like; RJ Suresh and many more.

Through these different campaigns and projects, it is often seen as unique in its capacity to motivate students and offer opportunity. It fosters community and gets students communicating ideas, both over the airwaves and as fellow listeners. This provide unique student experience opportunities and significantly boost student satisfaction scores and offer invaluable experience for students to grasp.

MAHIMA BHATT

STUDIO

Every institute's success can be marked by the achievements and recognitions achieved by the institutions. Amity School of Communication (ASCO) is acknowledged and appreciated for its indulgence and involvement in spreading awareness related to saving water and climate change. Amity media school has succeeded in establishing a reputation as an entity that has imparted support to public awareness initiatives and social causes campaigns. ASCO has indulged its presence in various government events such as the 8th CMS VATAVARAN which is the international environment and film festival & Forum.

The media institution is successfully recognized and committed to valuable supporting the Earth Hour event that was held in 2017. Amity was awarded the Earth Hour Super Hero award.

HAR GHAR POSHAN TUYHAR

Government validation plays the important role in establishing social-reliable public recognition. ASCO radio station which is the community radio station has achieved a contribution to and supported the 'Har Ghar Poshan Tuyhar'. In 2018, Amity's radio station has received immense appreciation for its unstinted support and contribution to the 'Poshan Maah month'. This initiative was taken under the ministry of women and child development government



EARTH HOUR INITIATIVES

Various initiatives are certified and provided valuable support to spreading awareness related to climate change. Earth Hour is one of the initiatives marked and comes under the World Wide Fund for nature. ASCO's own radio station that is Radio Amity 107.8 FM has received immense support and recognition for supporting Earth Hour events that were held in 2015 & 2017

Community radio achieve various awards from India Unplugged. The initiative has marked 60 yrs. of successful completion for this Earth Hour.

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THERE ARE VERY FEW INDIVIDUALS WHO WILL ALWAYS BE GENUINE TO YOU, SO ALWAYS BE TRUE TO YOURSELF.

- ANONYMOUS

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