

## **Radio City's 'City Ka Darbaar' an initiative to make Delhi ka Kona Kona Behtar with BJP Delhi Chief, Manoj Tiwari**

*Over 75 visited and more than 21,000 queries registered*

**Delhi, 07.06.2017:** Radio City, India's first and leading private FM radio broadcaster, has launched a unique platform to connect the citizens of Delhi with the recently elected ward councilors of Municipal Corporation of Delhi (MCD). Called 'City Ka Darbaar', the activity involves the immensely popular RJ Aadi conversing with the citizens, both on-air and on-ground, to discuss the issues they are facing in their respective areas. These issues are then communicated to the respective ward councilors for resolution. The activity is aimed at bringing the city together by giving citizens an easy access to their elected representatives, to raise concerns and find solutions. All the issues, complaints and queries of the citizens are being monitored closely by Manoj Tiwari, the Delhi BJP Chief, to ensure speedy redressal.

As a part of 'City Ka Darbaar', RJ Aadi will visit 150 wards covering 55% of the total wards in Delhi and 30 branded e-rickshaws covering length and breadth of the city promoting the activity for 20 days. RJ Aadi and the ward councilors will speak to the residents to understand their issues and grievances and then work towards resolving the same. At the same time, every evening, RJ Aadi will discuss the issues on-air with the listeners and invite the ward councilors on the show to find solutions. Listeners can also call in and speak directly to their ward councilors on the show, as well.

**Mr. Manoj Tiwari, Delhi BJP Chief** says, "Radio City's 'City Ka Darbaar' is a unique platform that bridges the gap between the citizens and ward councilors, making it easier for the both the parties to interact with each other. This makes it easier to identify issues and work towards eliminating them. He believes that one cannot shy away from taking the responsibilities and take prompt actions. Besides radio being a great medium for the listeners to be vocal about their problems, it has also given us greater scope for introducing efficacy in governance."

**Mr. Kartik Kalla, EVP and National Head, Programming, Audacity and Marketing - Radio City** says, "At Radio City, our efforts are always directed towards treading the untrodden path and offering content that goes beyond the ordinary. Through 'City Ka Darbaar', we have been able to create a platform that finds utility in the citizens' everyday lives. It gives them an opportunity to speak up, be heard and work collectively towards improving the city's *kona kona*. In sync with our philosophy of 'Rag Rag Mein Daude City', the activity saw the network scan every corner of Delhi to identify the issues, connect the citizens and leaders, and be a solution-enabler."

The results of 'City Ka Darbaar' are already being seen around Delhi. During his visit to Okhla Phase III, the citizens spoke to RJ Aadi about issues related to garbage disposal and waterlogging in the area. On being informed by Radio City about the complaint, the local

councilor, Rajpal Singh immediately got to work. Within a week of receiving the complaint, the area was made garbage free and work to maintain the roads and resolve the issue of waterlogging is already underway! Similarly, civic work has been initiated in North, West and South Delhi after Preeti Aggarwal, the Mayor of North Delhi, Krishna Gehlot Councilor of Navada and RajPal Singh, the Councilor of Srinivaspuri visited the areas with RJ Aadi.

Radio City has set the Darbar in many wards in North, South and West Delhi, with over 21,000 queries registered so far and all of these areas are already seeing marked improvements.

***Be a part of the revolution and join Radio City in improving the kona kona of Delhi. Just give a miss call on 8470911911.***

**39 cities 12 states and 1 universal tune  
Rag Rag Mein Daude City...FM Bole Toh Radio City**

#### **About Radio City 91.1FM:**

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Radio City was the first FM radio broadcaster in India and brings with it over 15 years of expertise in the radio industry. Amongst the private radio stations, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.17% and 17.10% average listenership share respectively. (Source: TAM Data – Radio Audio Measurement, Markets: Mumbai and Bangalore TG: 12+ Day-part: Mon-Sun 12:00 AM-12:00 AM, Place: All; Period: from December 30, 2012 to January 21, 2017) and as on March 31, 2016, Radio City reached out to over 49.60 million listeners in 23 cities covered by AZ Research (Source: AZ Research Report).

Music Broadcast Limited currently has 39 stations, including 11 newly acquired stations in Phase III auctions. Radio City in its third phase expands to Kanpur Ajmer, Kota, Bikaner, Udaipur, Patiala, Patna, Jamshedpur, Nasik, Kolhapur and Madurai.

Radio City has spearheaded the evolution of FM radio programming by offering content that is unique and path-breaking. The network introduced humour and the concept of agony aunt on radio with Babber Sher and Love Guru respectively. It also initiated the Radio City Freedom Awards and provided a launch pad to budding singers with Radio City Super Singer, the first-of-its-kind radio talent show in India. Through its 'Rag Rag Mein Daude City' philosophy, the network has adopted a local approach that resonates with the listeners while inculcating a sense of city pride and infusing local culture and flavor on-air. The network provides terrestrial programming along with 42 other web-stations, through its digital interface, [www.radiocity.in](http://www.radiocity.in).

Radio City has been ranked number one in the 'Media Industry' and number two in 'Best Companies for Hiring and Welcoming' categories by Great Place to Work in 2015.

For further details, log on to [www.radiocity.in](http://www.radiocity.in).

