

Radio City takes Up the Mantle for a Greener Skyline in Mumbai with the “Hara Hai Toh बरं आहे” Campaign

Campaign launched as the third leg of the ‘Kar Mumbaikar’ initiative, aimed at bringing about a positive change in the society

Mumbai, 15th January 2019: Radio City India’s leading radio network, reaffirmed its commitment towards developing sustainable, pollution free cities with the launch of the third leg of its popular ‘*Kar Mumbaikar*’ campaign. Through this 4 week long campaign, Radio City RJs Salil and Archana will visit nooks and corners of Mumbai city each week and plant trees.

Radio City’s latest initiative, ‘Hara Hai Toh बरं आहे’ in association with Mr. Santosh Shetty of ‘We all Connect’, will help replenish the green cover over Mumbai’s concrete jungle by conducting plantation drives across the *kona kona* of Mumbai city.

During their popular morning show ‘Kasa Kai Mumbai’, the RJs will urge listeners to nominate their societies/ areas for this initiative and conduct a plantation drive, while broadcasting the on-air show from the same location.

Extending his support to Radio City’s Kar Mumbaikar ‘Hara Hai Toh बरं आहे’ initiative, Thackeray actor Nawazuddin Siddique said, “Mumbai is facing several environmental problems that are on the rise and the receding green cover is one of the key aspects amplifying this issue. Promoting tree plantations in our own vicinity is a basic but vital step towards preservation of the environment which in turn will positively impact the health and safety of citizens. Radio City’s ‘Hara Hai Toh बरं आहे’ initiative, led by RJ Salil and RJ Archana is a great step towards raising awareness towards this cause. I hope that the initiative will highlight the significance of planting trees and drive every individual to take a step in the direction of developing a green, pollution free city.”

Commenting on the launch of the third leg of the ‘Kar Mumbaikar’ campaign, Radio City’s RJ Salil and RJ Archana said, “With the city observing a rapid environmental decline, plantation of trees is a crucial task, and through this campaign we want to urge Mumbaikars to take this issue seriously. In tandem with our brand philosophy, Rag Rag Mein Daude City, we hope that our campaign will inspire citizens to bring back Mumbai’s green cover and set an example for other cities to become a cleaner, greener space to live in.”

The campaign spanning on-air, on-ground and digital platforms, hopes to bring about a change in the mind-sets of citizens by illustrating how small and achievable changes can bring about a significant difference in the society.

For the uninitiated, Mumbai’s tree cover, which was more than 35% in the 1970s, is less than 13% today, as per a study conducted by the Indian Institute of Science Bangalore. The IISC scientists emphasized the need for any region to have at least 33% green cover to ensure adequate oxygen to its citizens.

Through the first two phases of the ‘Kar Mumbaikar’ campaign, Radio City has addressed various issues plaguing Mumbai such as the pothole menace faced by citizens during the monsoon season and ‘StreeDum’ campaign that raised awareness against the objectification of women. True to its brand philosophy of ‘Rag Rag Mein Daude City’, Radio City will continue to leverage the power of radio to bring about a positive change in our society.

About Radio City

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 17 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, 2017, Radio City reached out to over 67 million listeners in 34 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 Baber 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 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 flavour on-air. The network provides terrestrial programming along with 52 other web-stations, through its digital interface, www.radiocity.in.

Radio City has been featured consistently in ‘India’s Best Companies to Work For’ study conducted by Great Place to Work Institute. The network has repeatedly been called out as amongst the best in the media industry. In 2018, the company was included in the list for the 7th time, according to the GPTW survey in 2018, Radio City ranks 8th amongst the 100 Best Companies to work for in the Media and Entertainment Industry as well as the best career management.