

Radio City collaborates with Faye D'Souza to buy laptops for underprivileged students

Due to the lockdown, all the classes are being conducted online and these students are finding it difficult to study because of not being able to afford a device. To raise money for this, Radio City and Faye have hosted a fundraiser on Ketto

Mumbai, XX April 2020: Radio City, India's leading radio network has kickstarted the third edition of 'City Ki Tech-Shaala' after gifting more than 25 laptops in 2020 to the students who find it difficult to afford it. After receiving an overwhelming response in the last two editions, Radio City has decided to launch this edition with renowned journalist Faye D'Souza.

Recently, Faye came across a municipal school in Dharavi for the underprivileged, where 500 students preparing for their board exams need a smartphone/laptop to study. Due to the lockdown, all the classes are being conducted online and these students are finding it difficult to study because of not being able to afford a device. To raise money for buying the devices, Radio City has collaborated with Faye to host a fundraiser on Ketto.

Commenting on the campaign, journalist Faye D'Souza said, "According to the data put out by the civic body BMC, nearly 10 months after the lockdown, over 60,000 school students in the city didn't have access to smartphones or tablets that allowed them to attend online classes and 20,000 students could not afford the internet. When I visited Dharavi to talk to teachers and parents of the students, I realized that this problem needs to be addressed and this fundraiser is the first step towards it. As of now, we have received over 5 lakhs and I am certain that people will definitely help us in raising these funds. I would also like to thank Radio City for collaborating with me on this and helping some of the children last year by gifting them laptops."

Commenting on the campaign, Radio City's Chief Creative Officer, Mr. Kartik Kalla said, "We are very happy to collaborate with Faye D'Souza for the third leg of City Ki Tech-Shaala. Since the start of this campaign, our goal has been clear- to fulfill the basic education needs of as many students as we can, and I request all our listeners to support this cause. These kids are the future of our country and it is our responsibility to step in. This pandemic has brought in immense uncertainty, negativity in the lives of people and through this initiative, we at Radio City are overwhelmed to spread positivity and bring a happy wave in people's life during such tough times."

You can check out the details of the fundraiser [here](#).

About Radio City:

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first FM radio broadcaster in India and with 19 years of expertise in the radio industry, Radio City has consistently been the number one radio station in Bengaluru and Mumbai with 24.8% and 15.2% average listenership share respectively. (Source: RAM Data, TG: 12+ Period: Week 1, 2013 to Week 49, 2020). Radio City Delhi ranks #2 with a 13.1% average listenership share (Source: RAM Data, TG: 12+ Period: Week 1, 2019 to Week 49, 2020).

Music Broadcast Limited currently has 39 stations across 12 states, comprising 62% of the country's FM population. Radio City reaches out to over 69 million listeners in 34 cities covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming along with 17 other web-stations, through its digital interface, www.radiocity.in.

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking, and invokes city passion amongst listeners with its brand philosophy of “Rag Rag Mein Daude City”. The network introduced humor and the concept of agony aunt on the radio with Babber Sher and Love Guru, respectively. It also initiated Radio City Freedom Awards, a platform to recognize independent music, and provided a launchpad to budding singers with Radio City Super Singer, the first singing talent hunt on Radio.

Radio City bagged 85 awards across national and international platforms like Golden Mikes, India Radio Forum, New York awards, ACEF awards, etc. in FY 2019-2020. Radio City has consistently featured for the 7th time in ‘India’s Best Companies to Work For’ study conducted by Great Place to

Work Institute. Radio City has also been recognized in ‘India’s Best Workplaces for Women – 2019’ and has ranked amongst the Top 75 organizations on the list. In 2020, Radio City ranked 4th in ‘Best Large Workplaces in Asia’, according to the GPTW survey.