

**TMF uses Community Radio to reach beneficiaries/ RISE FOR GOOD SERIES/ Vol 4, Issue 18/Feb 2017**

Dear Friends,

Am excited to share with you that Tech Mahindra Foundation has partnered with Vidya Vani, a Pune based community radio, to begin an awareness and outreach programme for the Foundation's programmes. We reach out to local communities, speak to them about our Employability and Educational programmes as well as speak of the employment opportunities available in SMART.

The first two episodes of the 13-part series "Radi-to-Go" were broadcast on *Vidya Vani*, University of Pune's online radio station this month.



*Students at the Radio Station*

Alumni and current students from SMART centres participated enthusiastically in role plays and dramas conveying the importance of the programmes and how they benefit the youth and children from difficult backgrounds.

*Vidya Vani* also trained the SMART students to make the episodes interesting, audible, and yet informative.

You would never think that this was the SMART students' first experience with live broadcast. They did role plays, dramas and recordings. "This is an entirely new experience for me. I cannot believe that I am helping other people who are in need of new opportunities as I was through radio," says Radha joyfully.