World Radio Day in India celebrated with a Radio Fair

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Outreach, an Indian social organization, organised a two-day ‘Radio Fair’ on the occasion of the 4th World Radio Day (WRD) in Bhubaneswar on February 12 and 13.

WRD was instituted by UNESCO to celebrate radio as a medium; to improve international cooperation between broadcasters; and to promote access to information, freedom of expression and gender equality over the airwaves.

Many radio set manufacturers, dealers, stations from India and some stations from abroad joined the fair which also saw live performances by popular radio artists and celebrities.

The event also held an exhibition featuring a large sand sculpture of a radio set, old radio equipment and a shortwave listening stall.

It also held a cultural program showcasing visual versions of popular radio contents of All India Radio and other channels.

There was also a seminar on the role of radio in ‘Freedom of Expression and Gender Equality’.

A small auxiliary radio studio was also set up for participating stations, who used it to broadcast live from the event.