

ବ୍ରହ୍ମପୁର ସହରର ପ୍ରଥମ  
କମ୍ୟୁନିଟୀ ରେଡ଼ିଓ ଚାଲେଇ

ସୂଚନା | ମନୋରଞ୍ଜନ | ସଶକ୍ତିକରଣ



Information | Entertainment | Empowerment

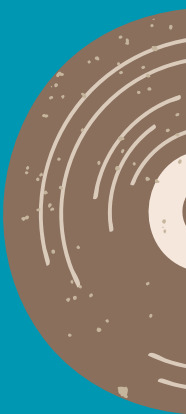
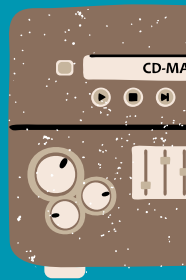


## About Silkcity Radio

Silkcity Radio 88.4 FM is a vibrant community radio station powered by the passionate youths of Youth for Social Development (YSD). Our mission is to educate, empower, and engage the community, focusing on raising awareness, fostering proactive citizenship, and creating climate champions to help achieve the Sustainable Development Goals (SDGs).

By leveraging the power of radio, Silkcity Radio brings together voices from all walks of life, providing a platform for dialogue, learning, and action. Our programs cover a wide range of topics, from environmental conservation and social justice to local stories and cultural events. Listeners can tune in to gain valuable insights, participate in discussions, and find inspiration to make a positive impact in their communities.

Silkcity Radio isn't just about broadcasting; it's about building a movement. Through our engaging and thought-provoking content, we aim to ignite a spark in every listener, encouraging them to take meaningful steps toward a more sustainable and equitable world. With Silkcity Radio, every broadcast is a step closer to a brighter future.





# Mission and Objectives

## Mission Statement

At Silkcity Radio 88.4 FM, our mission is to serve as a vibrant platform that connects and empowers the community of Berhampur, Ganjam by providing a voice to the voiceless and promoting local talent through diverse programming. We focus on youth development by promoting life skills, civic and environmental education, and gender equity, while addressing harmful social norms, empowering women, and raising awareness on climate change and disaster preparedness. We also strive to support farmers and rural livelihoods by sharing knowledge on agriculture, climate-resilient practices, natural farming, and access to government schemes, with the overall goal of enhancing community engagement and fostering a culture of sustainability, inclusion, and social justice.

## Objectives

- *Community Engagement* : Promote participation and local talent
- *Agriculture & Livelihoods* : Share timely farming, weather, and market information
- *Youth Development* : Build life skills and agri-based opportunities
- *Gender Equity* : Empower women and challenge harmful norms
- *Climate & Agriculture Education* : Raise awareness on climate resilience and sustainable farming
- *Social Justice* : Promote equality, inclusion, and access for all



# Our Major Programs and Outreach



## Our Major Programs

- **Environment, Climate Issues and Emergency Preparedness** : Resilience building and risk reduction
- **Agriculture and Livelihoods** : Provide farmers with timely information on crops, weather, climate resilience, natural farming, government schemes, and best practices to improve their livelihoods
- **Social Issues** : Addressing harmful practices, gender equality, social norms, and child marriage
- **Empowerment of Youth and Women** : Promoting employability skills, life skills, active citizenship, and leadership
- **Promotion of Local Culture** : Showcasing food, lifestyle, tourism, and heritage

## Outreach

- Berhampur Municipal Corporation area
- Gopalpur Coast area
- Rural Areas in Rangeilunda, Kukudakhandi and Chatrapur block in Ganjam district

## Pgprogramming Hours

- 10 (Ten) Hours in a Day



## Our Partners

Knowledge Partners



Information and  
Broadcasting Ministry



**YoungIndia**



**unicef**   
for every child



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