

VISIT TO RADIO MIRCHI 98.3 FM

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13 Dec. 2019: The Department of Languages, Literature and Aesthetic (LLA) of the School of Liberal Studies (SLS), PDU organized an educational trip to the Radio Mirchi office in Vejalpur, Ahmedabad. The trip was organized for third semester students studying 'Workplace Communication' as their subject. Under the supervision of Dr. Urmi Satyan and Mr. Somanand, the students started their trip at 9 a.m. in the morning. After reaching the Radio Mirchi Office, the students and the staff were given an overview lecture by Mr. Anshuman Dave, Production Manager at Radio Mirchi 98.3. It was a very informative session in which he explained about the main two functions: Sales and Programming, along with the technical aspect of FM rays and their reach. Next, the students were explained the behind the scenes of playing songs at the station and revenue generation. Mr. Anshuman Dave, who had a work experience of 17 years then acquainted the listeners with the life of a Radio Jockey, RJ Dhwanit. The students were also explained about different crisis scenarios and how they are managed. Later, a studio tour was given by Mr. Anshuman where he showed two studios - On Air and Backup. The visitors then had a chance to meet and interview RJ Dhwanit who was currently On Air. The interview with him was broadcasted live on Dhwanit's facebook page. After that, both RJ Dhwanit and Mr. Anshuman were given a token of thanks.



The students and faculty members enjoyed the interactive tour and got to know about how Radio Mirchi worked by getting a hand-on experience at the office.

After leaving the office in the afternoon, students and teachers then went to the Kanoria Centre for Arts to view a wildlife photography exhibition presented by a pass-out student, Pranay Patel. Pranay Patel presented 'The bears of Kamchatka, Russia'. All the visitors were delighted to see his talent portrayed in his photography. The students then returned back to college in the afternoon after a day of learning and fun.



