

College Radio launches 'Aazadi - Freedom Song Competition' to celebrate diversity



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CM Paul 27 May 2021 18247 views

Darjeeling: The first college Community Radio in North Bengal launched a creative initiative to mark 75th year of India's Independence with what it calls 'Azaadi Freedom Songs' - a celebration of diversity and harmony.

India snatched its freedom from British colonial rule on 15th August 1947.

Radio Salesian 90.8 FM - The Voice of the Hills based at Salesian College Sonada is the first and only FM radio channel of Darjeeling since 2016.

This Independence Day initiative by Radio Salesian is in collaboration with two youth groups : Darjeeling NGO Mukh Bandh Kaam Suru (Shut Up Start Work) and Salesian Youth Movement Kolkata.

“It is our humble effort to promote fraternity, liberty, equality and celebrate diversity through the creative medium of music video,” says Principal of Salesian College Siliguri / Sonada Fr. George Thadathil at a virtual launch of the event held at Dhajea campus, 24th May 2021.

Freedom Songs competition consists of a group activity with two or more persons in which a song with original lyrics and melody is composed and sung in English or Nepali language and video recorded.

“We want to celebrate and promote unity in diversity, communal harmony, brotherhood and sisterhood of humanity, love, friendship, compassion, tolerance and acceptance of each other,” says Radio Salesian Programme Director RJ Samir explaining the theme of the competition.

Samir adds, “Songs must fight hatred, violence against women, intolerance and other caustic and divisive activities which divide people in the lines of ethnic, linguistic or religious affiliation.”

In these pandemic times, youth groups are encouraged to register in Google Form link given in Radio Salesian Facebook page, record the song and shoot video on their smart phones.

The deadline for video submission is 28th July 2021.

Competition videos will be premiered in Salesian TV YouTube Channel on 5th August. Voting will end on 12th August and will be judged for maximum number of views.

Besides first, second and third prizes, there are also two consolation prizes including cash prize worth Rs. 20,000, trophy and certificate.

Since 2016, Radio Salesian has successfully completed 5 music video competitions christened “Jingle Bells” promoting creation of original Christmas Carols in Darjeeling, Kalimpong and Sikkim region. END

Photo: Principal of Salesian College Sonada / Siliguri launch Freedom Song Competition, 24th May 2021.

CM Paul

Former HoD, Dept of Mass Communications at Assam Don Bosco University, Guwahati, C.M. Paul was editor of The Herald weekly in Kolkata and director of Don Bosco International News Agency (ANS) based in Rome. He did MA in Journalism & Mass Communication from FORDHAM University, New York.

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