

MALEYALLI REDFM JOTHEYALLI

BY RED FM HUBBALI



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AUGUST - Maleyalli REDFM Jotheyalli



SUPERHIT
MUSIC



BOLLYWOOD



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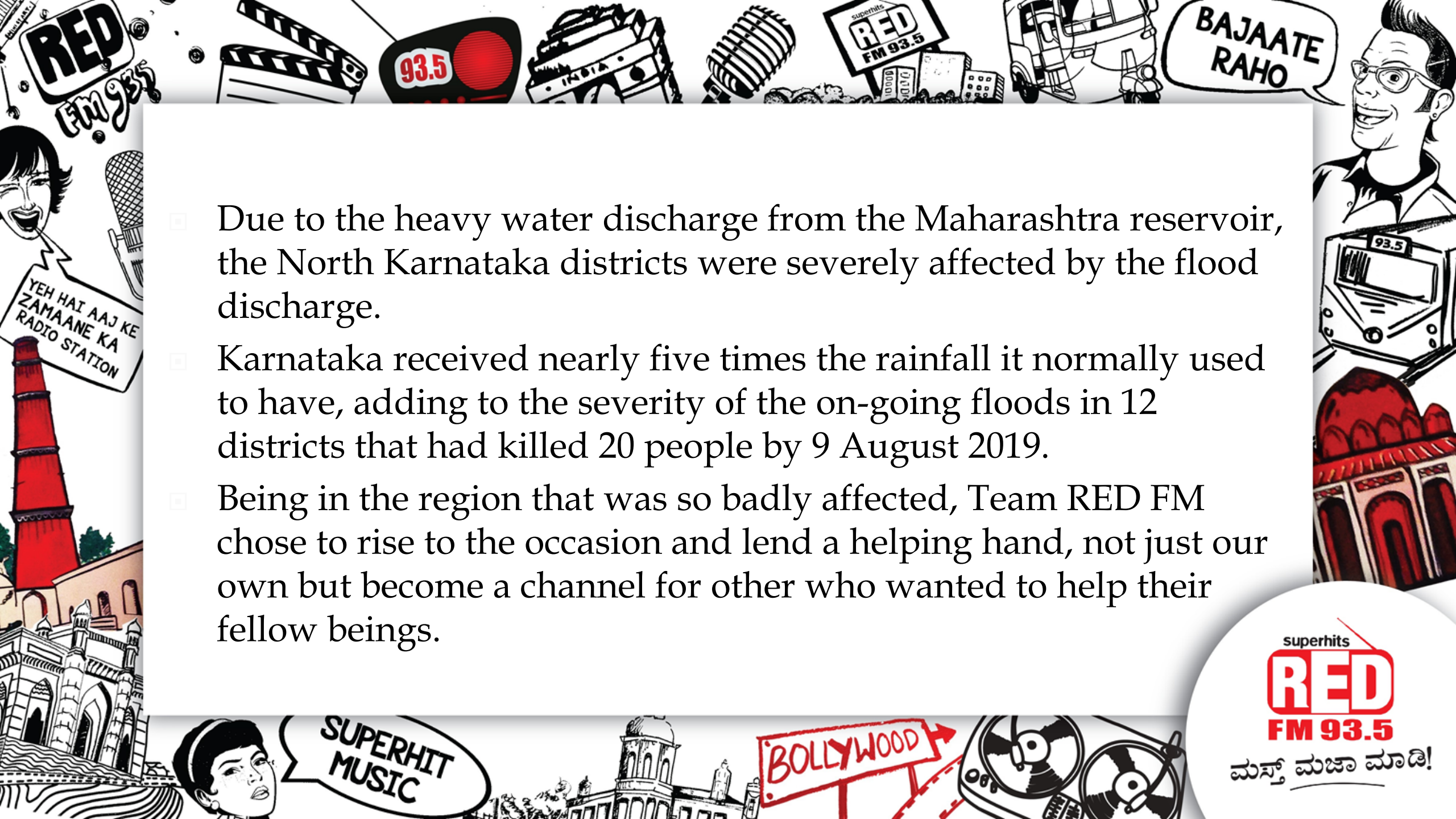


The Problem

- On 1 August 2019, first week, due to heavy rainfall in the Monsoon season, severe flood affected the State of Karnataka.
- As a security measure in the prevailing situation of heavy rains, India Meteorological Department issued Red alert to several regions of coastal and Malnad regions of Karnataka state.
- Thousands of people were evacuated to safer places and relief camps. A total of 61 people have been killed and seven lakh have been displaced.

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- Due to the heavy water discharge from the Maharashtra reservoir, the North Karnataka districts were severely affected by the flood discharge.
- Karnataka received nearly five times the rainfall it normally used to have, adding to the severity of the on-going floods in 12 districts that had killed 20 people by 9 August 2019.
- Being in the region that was so badly affected, Team RED FM chose to rise to the occasion and lend a helping hand, not just our own but become a channel for other who wanted to help their fellow beings.

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The entire month is dedicated to flood effected people. We called for a helping drive connected with south western railway scouts and guides division, RJ Rashid visited few flood effected places and distributed daily needs, food, cloths etc.



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EXECUTION

- RJ Rashid became the face of the campaign and we associated with the South Western Railways and conducted collection drives so that help of every kind in terms of medicines, clothes, groceries, daily essentials, etc, could be collected and transported to the needy and the victims of the floods.
- The entire month was dedicated to the collection and delivery of the aid. This, needlessly to say proved very helpful to hundreds of victims.

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IMPACT AND RESULT

- RED FM became a channel of humanity for those who wanted to reach out to help the victims but didn't know how to go about it.
- Many listeners called in and thanked the team as they had relatives in the flood affected areas and were immensely grateful that help and timely aid was being arranged and organised for them.

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THANK YOU

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