



truth
or
hair

superhits
RED
FM 93.5
Bajaate Raho!

Community Service means voluntary work or to raise funds for a cause. This definition completely changed for us recently.

According to the **Indian National Cancer Registry**, more than 1300 Indians die every day due to **cancer**. Suffering patients usually lose their hair due to chemotherapy which breaks down their courage and confidence.

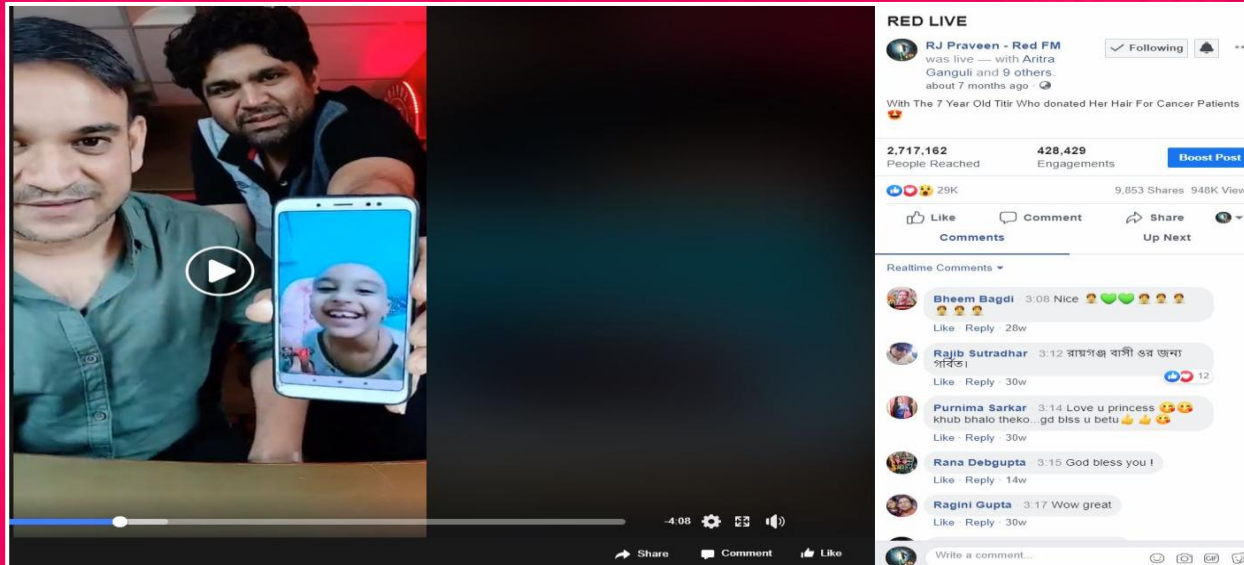
Inspired by a 7year old girl- **Titir** who donated her hair for Cancer Patients, we started the campaign-
TRUTH OR HAIR!

Giving cancer patients a reason to smile, that was all we wanted.



<https://www.facebook.com/RJPraveenRedFM/videos/2607893816203150/>

This was led by our leading jock- RJ Praveen. He did a simple FB live with Titir which became viral- over **4.9Million** reach. She proved that if you really feel for something and want to make a difference, age or monitory strength is definitely not a barrier. This moved Praveen so much that he travelled all the way to 'Ranigange' where Titir lives to meet her.



<https://www.facebook.com/RJPraveenRedFM/videos/543780136158024/>

RJ Praveen urged our listeners to come forward to donate
12 inch of their hair.

Onair promotion and talk by cancer survivors led to a lot of
registrations from our listeners.

We were shocked with the no. of registrations, 350+ people
came forward to donate their hair!

In fact our very own **RJ Thiya from Red FM Siliguri** was so inspired that she shaved off her long and thick hair without blinking an eye. We all know how important it is for even RJs to look good, but she showed a lot of courage and did the unthinkable-



In the process we got associated with a NGO- 'Cope with Cancer'. This NGO works with cancer patients and makes wigs for **patients who cannot afford this expense.**

Following the rules given by them we started collecting hair of volunteers / listeners who registered.



<https://www.facebook.com/RJPraveenRedFM/videos/394732347831889/>

Guidelines we needed to follow while collecting hair as per Cope With Cancer:

- Hair has to be washed, dried and tied into a plait with rubber bands at both the ends.
- **Hair to be donated should be minimum 12 inches in length.**
- Do not let the hair to be donated fall on ground as hair swept off the floor is unusable for making wigs.
- **At least 6 -7 women's hair is required to make one wig.** The donated hair we receive is sorted according to their quality and then used to make a wig. Grey, treated, coloured and streaked hair is accepted.
- Place the cut plait in a plastic bag with the name, email address & mobile number of the hair donors. You can send a parcel at the end of the drive, with all the hair donors details.




This campaign left an overwhelming effect in our hearts. It has encouraged us to further plan such community service programmes which will not just be fund raisers but will touch hearts!

RJ Thiya got featured in the most popular Bengali TV reality show- Didi No. 1-



COVERAGE



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Inspired by little Titir Red, FM's RJ Praveen supports hair donation for cancer patients & survivors

Kolkata, Jul 18 (UNI) RED FM, one of the largest and most awarded private radio networks, is supporting the noble initiative of donating hair for cancer patients with RJ Praveen and RJ Thiya.

In an unprecedented act of kindness, when Titir, a 7-year-old girl from Raiganj, donated her hair to cancer patient, RJ Praveen was moved by this little girl's daring move. He instantly featured her on his 'Morning No. 9 Show' and spread the word about this brave young child through Facebook live which went viral. Consequently, Red FM's RJ Thiya couldn't hold herself back from following her, teamed by this selfless act RJ Thiya not only donated her hair but also went to meet with RJ Praveen.




Inspired by little Titir Red FM's RJ Praveen supports hair donation for cancer patients and survivors

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Business World



Back story behind Red FM supporting hair donation for people battling cancer

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Radio and Music



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Published on Jul 19, 2019

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Encouraging RJ Thiya's move, Nikita Narayan, COO & Director, RED FM and Magic FM states, "Titir, when a little child shows the way, we are bound to go forward to the first step to get to a much bigger place."

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2019-07-19 14:45

City Air News/Author: RJ Thiya from Siliguri donated her hair for supporting Titir's footsteps. Kolkata, July 19, 2019: RED FM, one of the largest and most awarded private radio networks is supporting the noble initiative of donating hair for cancer patients with RJ Praveen and RJ Thiya.

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Sitaron Ki Duniya

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Sankhpta

surgery on the 19 July. Vitaliated hernia could have cannot surpass that.

Girl sacrifices her locks for cancer cause

BINITA PAUL
SILIGURI, 23 JULY

"Girls can do anything", or so goes the saying, and to prove this right, a girl in the town has done an admirable work and managed to find a place in people's hearts. Thiya Bhawal, a Radio Jockey (RJ) by profession, has torn down her head to donate her locks of hair to cancer patients.

As she kept her long lock offhairs foran organisation that makes wigs for cancer patients, Miss Bhawal said: "I just wanted to pass on the rainbow to someone who needs it more."

"We cannot seem any body parts that we donate after our deaths, but donating something that makes someone else happy and to see that hap-



piness in them during our lifetime is priceless," she said, and added that this should be done more often by everyone. Miss Bhawal's gesture followed a move by seven-year-

old girl, Titir Chakraborty, from Raiganj who donated her hair to cancer patients. "That gesture shook me from inside. I saw the video of this little wonder child and that very



moment, I decided to do the same. If a little child can, then why not me? The next day, I went to the salon, but two salons refused to shave my hair as I had them long.

I liked to the third one and they finally shaved it," Miss Bhawal said. "I feel what Thiya did was the most courageous and amazing thing, and it has made me swell with pride," said Thiya's father, Swapan Bhawal.

"I don't care how she is looking without her beautiful hair; it is her heart which shows the actual beauty she has within," he added. Debra Goswami Bhawal, Thiya's mother, said they were not informed of her step. "I was in Kolkata and had just returned to Siliguri that day. I was waiting for my girl to come home from office, and the moment she entered home, I was speechless, but when she told me the noble cause, I felt very proud of my daughter," she said.

"I can now empathise with those who lose their hair because of the chemotherapy treatment that cancer patients undergo. As much as I feel liberated after shedding the hair, I pray for those battling cancer to have one less worry: the fear of being judged on their appearance," Miss Bhawal said. Kaustav Ghosh, the station head of Red FM in Siliguri, where Ms Bhawal works, said it was something unique for him. "I feel so proud to have a colleague like RJ Thiya," he said.

RJ Praveen, another popular RJ in Kolkata, who first came up with a Facebook Live with Titir Chakraborty, said: "I never imagined that Thiya would do this kind of a thing. She is a living inspiration for many of us."

water, in addition to developing proper infrastructure for collection and distribution of water resources.

Explaining the demand for a comprehensive water management plan, Mr Bista said, "The Darjeeling and Kalimpong districts receive one of the highest rainfalls in India, yet there is acute shortage of drinking water here. This is because of the lack of proper planning and infrastructure relating to water collection and supply in the region. The time for random acts of development like one well here and one water project there, one reservoir here, another there is long past and we need a holistic landscape-level water management plan to be developed, so that we can all work towards achieving water sustainability with the same plan and goals in mind."

Also mentioned was the demand to develop more Mahananda River Front in Siliguri with there being the need for the river to be rejuvenated along the lines of the

tus river turning into a dirty sludge-filled water body in many parts. I want Mahananda to be a beautiful tourist attraction that will be seen as an example for other places with rivers in the country."

The MP further said that he has demanded introduction of the drip irrigation technology in the entire region so as to minimize water use, and also to promote better farming practices.

Regarding drip irrigation, Mr Bista said, "Darjeeling is known the world over for its tea. However, along with tea, our region also produces oranges, cardamom, ginger, maize, potato, pineapple, along with flowers and various other agricultural produce. However, acute shortage of water in the districts of Darjeeling and Kalimpong has left the farmers here very dependent on the monsoon rains which have over the years, become highly unpredictable and causing the farmers to reel under grave economic loss."