

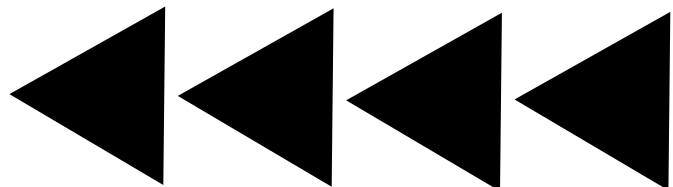


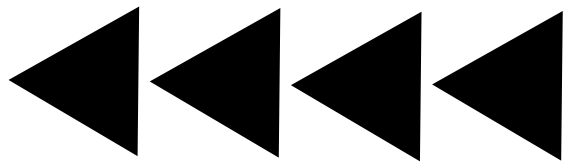
MICAवाणी

Goonj

A 1-DAY RADIO FESTIVAL
TO ECHO WITHIN THE
WALLS OF MICA

EVENT PROGRAM





EVENTS

THE MICAN TAKEOVER

MICAns, apart from MICAVaani committee members, who have volunteered as RJs for MICAVaani throughout the year will get to host their own show on 90.4 FM at different times of the day. Shows will be ideated and executed by these RJs with support from the committee.

CHAI PE CHARCHA

A themed panel discussion, with the panel consisting of a Radio Jockey from a commercial radio station, Manager of a commercial radio station, Community Radio Station representative, Radio Buying Agency representative, Media Buyer for a big brand, and a Startup Founder. Themes could be along the lines of **Future of Radio Marketing**, or **Relevance of Radio in a Contemporary Media Mix**.

RADIO WORKSHOP

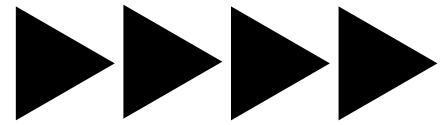
Inviting Radio Mirchi to conduct a workshop where participants will learn from industry professionals about the two aspects of a commercial radio station - Programming & Marketing. It would be an interactive workshop where Mirchi can discuss their cases to give real radio insights to the participants.

KEEPIN' IT REAL

A case study competition by an Ahmedabad-based Real Estate Developer for crafting a marketing strategy for them, focusing on radio. Since Real Estate Developers largely engage in radio marketing for reaching out to masses on a local level, this would align with our sector.

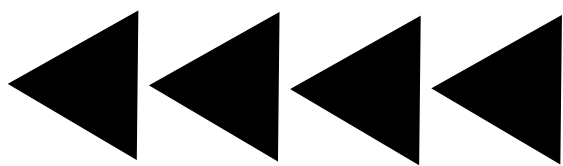
MICAVAANI GOONJ 2020

HEADLINING ACT BY *Meghdhanush*



Meghdhanush is an Ahmedabad-based Gujarati Folk Rock Band. Their unique fusion music is refreshing and appeals to a young audience who wouldn't mind grooving to some sick rock beats of their favourite garba song.

The headlining act will crisply tie together the entire event by bringing everyone involved in the fest together at the same venue. It can also be open to outsiders.



PARTNERS



Radio



Digital



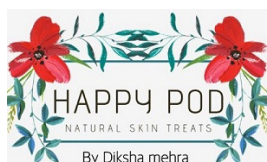
Print



Sound



Wellness



Beauty



Apparel



Merchandize



Beverage



Stationery