



92.7 BIG FM IN ASSOCIATION WITH ROBIN HOOD ARMY FED 8.5 LAKH UNDER-PRIVILEGED PEOPLE AS A PART OF #BARBAADIBANDH CAMPAIGN

~ Through the initiative, the radio station distributed the surplus food among lesser fortunate people across the country ~

New Delhi, February 06, 2018: 92.7 BIG FM, one of India's largest radio stations surpassed the goal of feeding more than 5 lakh under-privileged people as a part of its social initiative #BarbaadiBandh Campaign. The radio station which fed 8.5 lakh people joined hands with Robin Hood Army to promote the noble cause of not wasting food. The initiative was led by none-other-than **Bhukhyamantri RJ Khurafati Nitin** who pledged to educate listeners on food wastage.

The celebrity RJ who has always believed in contributing to the society with the motto of 'thrive not survive,' not only shared numerous tips to avoid food wastage with his fans on-air but also went on-ground to ensure the implementation of the practice. The radio station through a series of on-air, digital and on-ground activities reached out to its listeners and advised them to not waste food, which could be further distributed among lesser fortunate people.

Talking about contributing in the initiative, **RJ Khurafati Nitin**, said, *"It's sad to see people wasting food without the realization that so many people struggle for even a single meal in this country. With this campaign, we have been able to educate so many people who haven't only understood the problem but have also come forward to support this initiative. I would like to thank Robin Hood Army who relentlessly took the efforts to make this campaign a success. I am glad to be a part of such a campaign that is adding value to the society and spreading awareness around the issue."*

With the completion of the campaign, the radio station encouraged its listeners to generously distribute the surplus food among the less privileged, with an intent to eradicate hunger from the society thus aiming for hunger free India.

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