

92.7 BIG FM AND ROBINHOOD ARMY COME TOGETHER TO CREATE A HUNGER FREE NATION

~ Led by BIG FM MJs, the radio station through this campaign aims to feed 1 lakh underprivileged people across the nation ~

National, December 03, 2018: 92.7 BIG FM, one of India's largest radio networks along with Robin Hood Army will be marking the Human Rights Day via its social initiative - #NoKhaliPet. The radio station is looking forward to feed 1 lakh underprivileged people across India through this campaign. Spread over 9 days, the campaign kickstarts today on December 3 across its 59 stations and will conclude on the day of Human Rights Day, i.e. 10th December. The radio station will also be playing its special *No Khali Pet original song* from today onwards, to bring forth the endeavor towards creating a hunger-free India. Furthermore, the theme of the song '*Khali pet rahega toh, kaise desh chalega re*' has been creatively picked keeping in mind the core essence of the campaign and motivates listeners to contribute their bit.

The radio station through this campaign is reaching out to its listeners encouraging them to partake in the attempt to create a hunger-free nation. Listeners can be a part of the campaign and contribute their bit by sending information to the Robin Hood Army on their Facebook page regarding excess food in hotels, banquets, caterers, upcoming wedding to collect food as well as regarding donation of raw grains, legumes and pulses. To uplift the spirit for such a good cause, BIG MJs from 59 radio stations will be visiting the local chapter of Robin Hood Army, engaging with listeners who have been working towards this cause in the city.

BIG FM MJs across different cities will be talking about the initiative on their respective shows. They will further stress on the relevance of Human Rights Day along with radio station's goal to feed the underprivileged across platforms.

The campaign in association with a leading volunteer based organisation that serves less fortunate people by collecting surplus food from restaurants and the community is encouraging people to come forward and support the cause. People can reach out to [Robin Hood Army Facebook page](#) and make their contributions over there.

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