

The Making of Radio Tadka

The Beginnings

Since 1956, Rajasthan Patrika has been the eyes, ears and voice of the people of Rajasthan. Ever since its inception 53 years ago, it has stood firmly as the no. 1 choice of the Hindi readers of Rajasthan, Gujarat, Karnataka and Tamil Nadu. Today it is an established media house and is among the fastest growing multi media conglomerates in India. With an entry in radio, the group wanted to expand its media wing as well as to bank on its strength in Jaipur.

The Group Has a Vision

The group wants to establish a Solid Radio; solid in terms of its policy, music, shows, philosophy and ethics. The station aims at catering to the local taste with a local flavor in a way which complements the traditions, culture, language and psychology of the public.

Need for a Consultant

The group understood Print well – but now looking at a new medium wanted to be guided on every facet – for operationalizing and meaningfully utilizing the technical and economic resources committed in a time bound efficient manner. MediaGuru stepped in to offer the full service from strategic planning to launch.



The Solution

MediaGuru began by estimating the need gap – including monitoring research and understanding the radio listening pattern across the state of Rajasthan with focus on Jaipur. The idea was to create a 'value proposition' to operationalize the station in a better more effective manner than the competition.

1. **Strategy:** The idea was to go Local – special programming was conceptualized keeping in mind the city's aesthetics such as royalty, tradition and craft – Radio 95 FM Tadka was conceptualized keeping in mind the synergy with the print network...
2. **Operations:** Operational mapping was done keeping in mind the strategy and resources to be committed. This involved mapping the technology, with the talent, and the content objectives to develop the most effective operational plan. And then to make it happen --
3. **Staffing and recruitments:** Based on detailed manpower models and devised KRA's, over 150 people recruited from over 2000 applicants.
4. **Technology:** The technical involvement started from the mapping of the operational objective and involved every facet including
 - Site location, requirements and facilities planning.
 - Reach and distribution
 - Identification, selection and transparent value based negotiations
 - Procurements of modern, scalable technology including many firsts for a regional radio station set up
5. **Content:** Created the station's concept and developed content plan. Plan was to try and cater to a diverse audience and create a balance of appointment listening and mass appeal shows. The station was regionalized in terms of language, programmes, activities and song selection.
6. **Training:** Skill sets recognized and capacities developed through a comprehensive training programme, with international trainers on site specialized for every editorial team member.
7. **Dry Runs and Launch:** From the training stage, expert consultants from MediaGuru assisted in the operationalizing of the channel in every facet including people, content and technology. Monitored the dry runs and developed strategies for launch – distribution, ad-sales, marketing and branding.



The Result – A Radio Station with Local Flavor



fm radio station

August 2006 saw the launch of 95 FM Tadka, a regional radio station that boasts of superior content and dynamic technology

The radio station has incorporated a local flavor in its programming so that one can feel connected. This has turned out to be its biggest strength. Tadka has been well received by viewers and advertisers and has become one of the leading Radio Station of Jaipur.

