

MY FM

AAPKE GHAR SE DIYA JAYEGA AYODHYA

MY FM ✖ UTTAR PRADESH TOURISM

SEASON 7 — DEEPOTSAV 2026



HAR GHAR KA DIYA, RAM JI PAR **VISHWAS** KA — A NATIONWIDE
PEOPLE'S MOVEMENT FOR FAITH, UNITY & DEVOTION

INDIA'S MOST TRUSTED RADIO NETWORK

- ◆ **44** Cities Across India
- ◆ **7** States Connected
- ◆ **6** Successful Seasons

About MY FM:

With a proven track record of government partnerships, powerful ground activations, and a strong digital presence — MY FM is uniquely positioned to lead India's largest Diya collection movement.



MY FM NETWORK OF 44 CITIES

SPREADING THE WARMTH OF RADIO ACROSS INDIA



GUJARAT (6)

- Ahmedabad • Surat • Rajkot • Bhuj
- Gandhidham • Daman



RAJASTHAN (11)

- Jaipur • Jodhpur • Udaipur • Kota • Ajmer
- Bikaner • Bhilwara • Sikar • Alwar • Ganganagar • Pali



MAHARASHTRA (10)

- Nagpur • Aurangabad • Nashik • Jalgaon • Solapur
- Sangli • Ahmednagar • Dhule • Akola • Nanded



MADHYA PRADESH (6)

- Indore • Bhopal • Jabalpur • Gwalior • Ratlam • Rewa



CHHATISGARH (2)

- Raipur • Bilaspur



HARYANA (6)

- Hisar • Karnal • Panipat • Rewari • Rohtak • Ambala



PUNJAB (3)

- Chandigarh • Amritsar • Jalandhar

OUR JOURNEY - ONE HISTORIC MOVEMENT.

Aapke Ghar se Diya Jaayega AyoDhya
Season 3

फिर एक बार आपके घर का रोशन करेगा **दीया अयोध्या**

दीये भेजने की जगह: **MYFM Studio** 13th to 24th Oct

CHALO AAT KUCH ACHHA SUNTE HAIN

Aapke Ghar se Diya Jaayega AyoDhya
Season II

आ दिवाली पर तमारा घरना दीवा **MY FM** पहोंथाइशे अयोध्या

दीया भोडलवानु स्थल
MYFM Studio
3rd Floor, Divya Bhaskar House,
Nr. YMCA Club, Mokerba-SG Highway
22nd to 31st Oct

Supported by

CHALO AAT KUCH ACHHA SUNTE HAIN

Aapke Ghar se Diya Jaayega AyoDhya
1ST OCT - 25TH OCT

जिन्होंने निभाया **श्री कृष्ण** का किरदार **MY FM** पर वही बनेंगे **राम कथा** के सूत्रधार

डॉ. नीतीश भारद्वाज

इस वर्ष, अपने घर के दीये से करें **राम लला** के आँगन को प्रज्वलित

Aapke Ghar se Diya Jaayega AyoDhya
Season 5

Powered by **fortune**

Bring your diyas at MY FM studio or give a missed call on 72019 43542

आपके भेजे 1 लाख दीयों से हुआ **अयोध्या सौजन**

Aapke Ghar se Diya Jaayega AyoDhya

दीपावली की हार्दिक शुभकामनाएं।

CHALO AAT KUCH ACHHA SUNTE HAIN

Aapke Ghar se Diya Jaayega AyoDhya

CHALO AAT KUCH ACHHA SUNTE HAIN

OUR JOURNEY, EVERY YEAR

ONE HISTORIC MOVEMENT

Promotion Executed Every Year



45
DAYS

OF OVERALL
CAMPAIGN



MORE THAN
1.00
LACS

SECONDS OF
RADIO PROMOTION



150
TOUCH POINTS
ACROSS SOCIETIES



1
MILLION+

DIGITAL
REACH



MORE THAN
5.00
LAC

DIYAS
COLLECTED

HAR GHAR KA DIYA, RAM JI PAR VISHWAS KA — A NATIONWIDE PEOPLE'S MOVEMENT FOR FAITH, UNITY & DEVOTION

YEAR 2026

WILL BRING MORE LIGHT, MORE FAITH, MORE
TRUST



UTTAR PRADESH TOURISM

Uttar Pradesh



हमारा संकल्प, हमारी आस्था, हमारा अयोध्या

घर का
दीया
जाएगा
अयोध्या

आस्था से उजाला, हर घर से अयोध्या

MY FM और उत्तर प्रदेश पर्यटन
के साथ मिलकर जलाएं उम्मीद,
एक दीया अयोध्या के नाम





UTTAR PRADESH TOURISM

Uttar Pradesh



THIS YEAR'S THEME

GHAR KA DIYA JAAYEGA,

VISHWAS
JAGAAYEGA

Every diya from every home carries our **love**,
our **prayers** and our **values** to Ayodhya.

When crores of hearts come together in devotion,
it strengthens the sanctity of Shri Ram Mandir,
reaffirms our culture, and inspires a new generation
to stand with **faith**, **unity** and **pride**.

Together, let's keep the light of faith
shining brighter in Ayodhya... always.



EK **DIYA** GHAR KA, RAASTA AYODHYA KA • EK **JYOT**, ANANT **AASHA**



AAPKE GHAR SE DIYA JAAYEGA AYODHYA



PHASE 1

A digital series : **BOLO RAAM**

PHASE 2

Hindu Faith Signature Drive +
Diya collection drive from across 20
cities including radio, ground
activation & digital promotion



PHASE 3

Illuminating Ayodhya during
Deepotsav with the collected diyas
during the campaign

PHASE 4 Post Deepotsav Prasad Distribution Drive in 20 cities



PHASE II



Pre Campaign Digital Initiative led by RJ Kartik



Most influential RJ of India with **9 Millions followers** will personally travel to Ayodhya



Trust & Image Re-Building Mass Exercise



An 8 episodes digital series to be released on RJ Kartik's FB Page



***India's most followed & viral
Radio Presenter***

RJ Kartik



RJ Kartik is the highest followed RJ of India

Facebook – 7.9 Million followers

Instagram – 1.90 Million followers

Youtube – 3.1 Million subscribers

RJ Kartik known for various digital initiatives – ranging from motivational talks to podcasts & short case studies



@SandeepSeminars Sir के साथ यादगार मुलाकात | Motivational Video | Rj Kartik Story

Podcast with Sandeep Maheshwari fetched
199K views



Jaya Kishori Ji का ये Interview आपके जीवन में खुशियों का दरवाज़ा खोल देगा
@lamjayakishori | Rj Kartik

Podcast with Jaya Kishori fetched
2 million views



MOTIVATIONAL SPEAKER SHIV KHERA का INTERVIEW आपकी ज़िन्दगी बदल देगा | RJ KARTIK | PODCAST

Podcast with Shiv Khera fetched
1.7 Million views



Podcast with Sonu Nigam fetched
176K views

WHAT WILL BE COVERED IN THIS DIGITAL SERIES WITH 20 MILLION REACH



Episode 1 : The Eternal Ayodhya

About the historical importance of the city in general



Episode 2 : The Making of Shri Ram

The incredible story of how India's most awaited temple became a reality.



Episode 3: Ram in Everyday Life

Meeting devotees whose lives are inspired by the ideals of Shri Ram



Episode 4 : Development in Ayodhya

Exploring the business and development in & around Ayodhya



Episode 5 : The Spirit of Seva

Stories of volunteers, priests, artisans and citizens who keep Ayodhya's spiritual soul alive.



Episode 6: The Pilgrimage Destination

Faith, heritage, hospitality and world-class infrastructure are transforming Ayodhya into a global spiritual destination.



Episode 7: Ayodhya After Sunset

Witnessing the divine beauty of Saryu Aarti and the city's magical evenings.



Episode 8 : One Diya, One Devotion

Introducing this year's Deepotsav, its highlights and the campaign : Ghar Ka Diya Jaayega Ayodhya



PHASE II

MAIN CAMPAIGN : AAPKE GHAR SE DIYA JAAAYEGA AYODHYA

STEP 1 : COLLECT 500000+ DIYAS

Collected from homes, societies, schools, RWAs, corporates and institutions across India through the MY FM network.

STEP 2 : CONNECT ACROSS 20 CITIES OF INDIA

A 45-day nationwide movement powered by radio, on-ground activations and digital engagement, inspiring millions to become part of the campaign.

STEP 3 : ILLUMINATE AYODHYA CITY DURING DEEPOTSAV

Every collected diya is ceremonially illuminated in Ayodhya during Deepotsav, carrying the prayers, devotion and blessings of families from across India.





PHASE III

DEEPOTSAV AT SARYU GHAT (NEAR KANAK BHAVAN TEMPLE), WITH PEOPLE'S DIYAS FROM ACROSS INDIA & MY FM TEAM



PHASE IV



DISTRIBUTION OF AYODHYAJI PRASAD TO BE DONE ACROSS ALL 20 CITIES FROM WHERE THE DIYAS HAVE BEEN COLLECTED







CAMPAIGN FACE

KUMAR VISHWAS

THE **VOICE** THAT INSPIRES MILLIONS.
THE **FACE** THAT BRINGS DEVOTION TO LIFE.



A POET WHO GIVES **WORDS** TO OUR FAITH,
TOUCHING HEARTS ACROSS GENERATIONS.

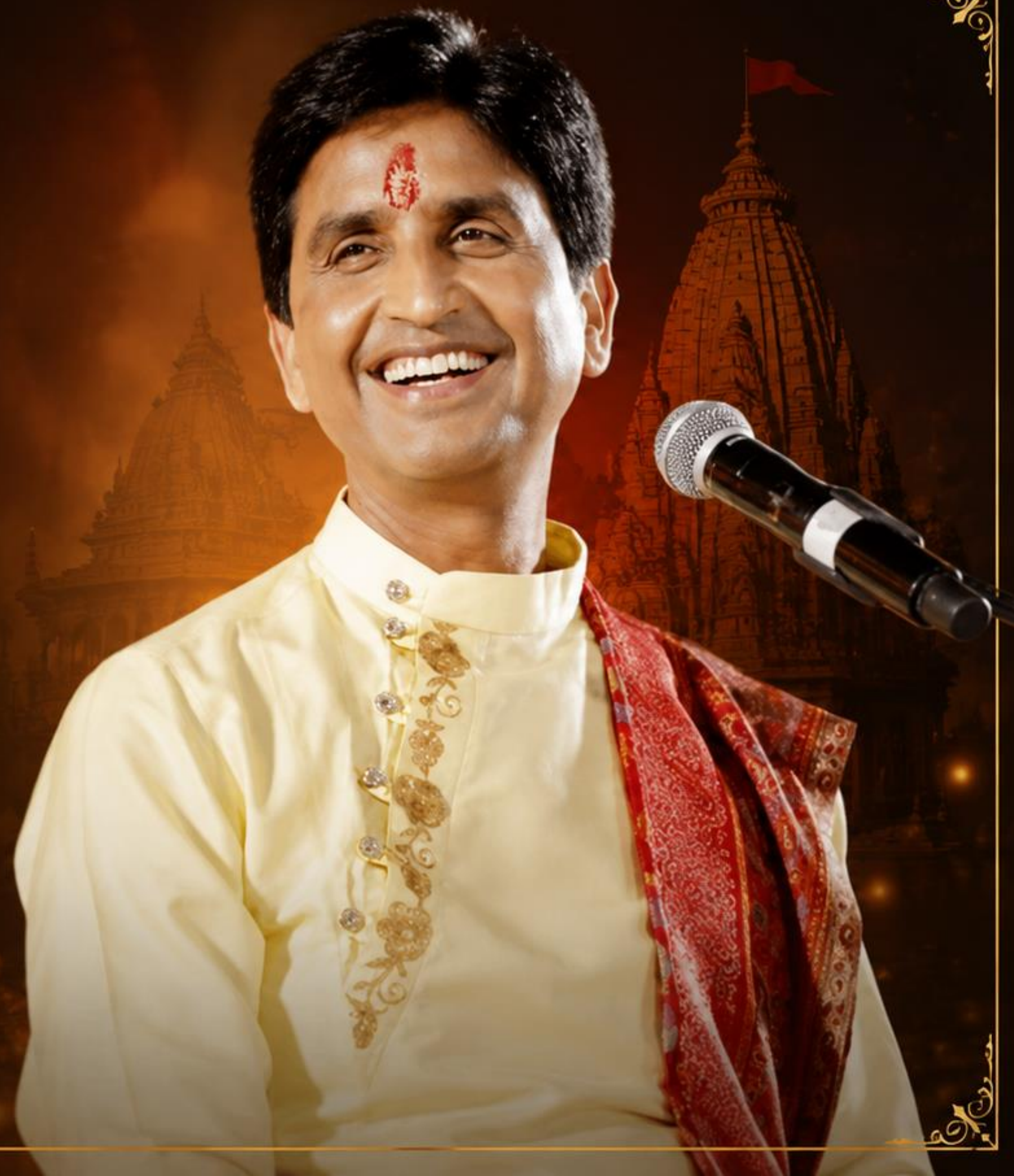


HIS **VOICE** ADDS SOUL TO OUR AUDIO,
MAKING EVERY MESSAGE MEMORABLE.



HIS WARMTH AND CHARISMA CREATE A
POWERFUL **CONNECT** IN EVERY FRAME.

KUMAR VISHWAS – THE PERFECT VOICE.
THE PERFECT FACE.



THE GRAND CELEBRATION DESERVES EXTENSIVE PROMOTION

RADIO

3.0 Lac
seconds of
radio promotion

DIGITAL

1 Million+
Reach across 75
handles network

GROUND

150+
Touchpoints to be
visited

GROUND

50,000+
Families directly
connected

Aim to collect 5 Lacs+ Diyas

Aim to distribute 51,000+ Prasad Boxes

ON AIR DELIVERABLES SHEET

MY FM

ELEMENTS	DESCRIPTION	START	END	NO OF DAYS	FREQ/DAY	TOTAL ROTATIONS	ASSOCIATE SPONSORS
Teasers	Inviting listeners for Diya Collection & Promotion of Ram Katha with Kumar Vishwas	28th Sept	30th Sept	3	15	45	9 Sec tag
RJ mentions	Talking about the concept	28th Sept	30th Sept	3	5	15	9 Sec tag
Promos	Promos are to build credibility and emotional connect – inviting listeners to send Diyas	1st Oct	31st Oct	31	20	620	9 Sec tag
RJ mentions	RJs to build more emotional atmosphere around festive season inviting listeners to send Diyas	1st Oct	31st Oct	31	6	186	9 Sec tag
Ramayan Quiz	Contest around the key incidents of Ramayana	1st Oct	31st Oct	31	2	62	9 Sec tag
Podcast by Kumar Vishwas	Kumar Vishwas narrating Ram Katha Saar	1st Oct	31st Oct	31	8	248	9 sec tag
OB Links from Ground	RJ's covering schools & residential areas & live updates from Ayodhya	5th Oct	31st Oct	27	4	108	9 Sec tag
Prasad Distribution Promos	MY FM's RJ distributing Prasad to the listeners	21st Oct	15th Nov	26	15	390	9 Sec tag

***Activity Promos to start from 21st Oct while Prasad distribution will begin after execution of Activity in Deepotsav.**

City	 RWA	 Mandir	 Corporate
Jaipur	3	5	3
Jodhpur	1	2	1
Udaipur	2	2	2
Kota	1	2	1
Ajmer	1	2	1
Indore	3	5	3
Bhopal	3	5	3
Raipur	3	5	3
Bilaspur	2	3	2
Chandigarh	3	5	3
Jalandhar	2	3	2
Karnal	2	3	2
Ahmedabad	3	5	3
Surat	2	3	2
Rajkot	1	3	1
Aurangabad	2	5	2
Nashik	1	3	1
Nagpur	3	5	3
Jalgaon	1	2	1
Solapur	1	2	1
Total	40	70	40

DIGITAL DELIVERABLES SHEET

ELEMENTS	START	DESCRIPTION	FREQUENCY	Social Media Handles	PRESENTING	POWERED BY	ASSOCIATE
Digital Creative	28th Sept	High-impact promotional creative building excitement and inviting listeners to join the month-long patriotic movement + CTA sharing their stories	1	MY FM NATIONAL YT + FB + INSTA + RJ FB HANDLES	Prominent Brand Logo	Brand Logo	Logo At Panel
Kumar Vishwas Reel	1st Oct	Promotion Reel by Dr Kumar Vishwas talking about the campaign + CTA of inviting Diyas	1	MY FM NATIONAL YT + FB + INSTA + RJ FB HANDLES	Prominent Brand Logo	Brand Logo	Logo At Panel
Sanatan Vishwas - Podcast by RJ Kartik	3rd Oct	8 Episode Podcast series by RJ Kartik around Ayodhya / Ramayan Stories	8	MY FM NATIONAL YT + FB + INSTA + RJ FB HANDLES	Prominent Brand Logo	Brand Logo	Logo At Panel
Campaign Reels	15th Oct	Reels from each market showcasing the campaign journey, the Diya Collection Drive, and the grand moment of illuminating the collected diyas in Ayodhya.	15 (2 from each market + 1 culminating video)	MY FM NATIONAL FB + INSTA + RJ FB HANDLES	Prominent Brand Logo	Brand Logo	Logo At Panel



ON-GROUND AMPLIFICATION

ON-GROUND AMPLIFICATION

TAKING THE CAMPAIGN CLOSER TO PEOPLE

STANDEE & DROP BOX



20 Cities

6 Standees + 3 Drop Boxes
in each city.

SOCIETY ACTIVATION



40 Societies

Standee and Drop Box setup
in residential societies.

PRASAD DISTRIBUTION



51,000 Pouches

Branded prasad pouches
distributed to devotees.

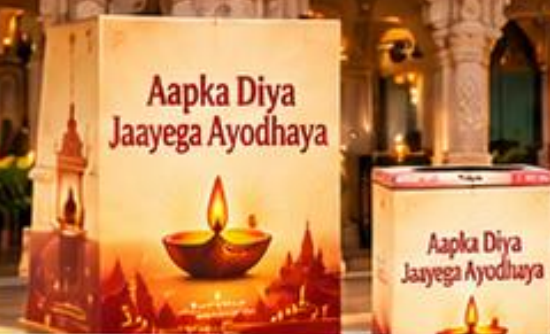
AYODHYA EVENT



1 Grand Event

On-ground event in Ayodhya
to take the campaign to its
divine destination.

MANDIR ACTIVATION



70 Mandirs

Standee and Drop Box setup
with branding and sound.

MISC. (TRAVEL & OTHERS)



Support Activities

Includes OB travel, logistics
and other operational support
across locations.

HOTSPOT ACTIVATION



Key Hotspots

Standee and Drop Box for
diya collection at high footfall
locations.

CORPORATE ACTIVATION



40 Corporates

Standee and Drop Box setup
in corporate offices.

FAITH UNITES | PEOPLE PARTICIPATE | A BRIGHTER TOMORROW

जय श्री राम

"Har Ghar Ka Diya... Ram Ji Par **Vishwas** Ka."
Together, Let Us Illuminate the Nation with Faith.

