



J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)

Accredited by NAAC with "A" grade

T.N. Palayam - 638 506, Gobi TK, Erode Dt, Tamil Nadu.



INSTITUTIONAL DISTINCTIVENESS

CRITERION 7 – INSTITUTIONAL VALUES AND BEST PRACTICES

KEY INDICATOR - 7.3 INSTITUTIONAL DISTINCTIVENESS

Metric No 7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust

**JKKM COMMUNITY RADIO
STATION 89.6 MHz**

PRINCIPAL
JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY
T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).



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JKKM COMMUNITY RADIO STATION 89.6 MHz

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Vision

To fill the Information gap in between all society by serving through community Radio to give the way for their development and country.

Mission

To provide information support, education, motivation, spiritual, cultural to the people living in and around Thookanaickenpalayam, Gobi, Athani and D.G.Pudur areas.

Objective

JKKMCT has been established to serve the cause of people in the covering area.

The Station broadcast programs on 10 major subjects namely prayer, spiritual, health, motivation, agriculture, small industry development, education, women's development, Employment news and jobs.

At least 50% of the programs will be from the local community members.

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OUTCOME OF MORNING SCHEDULE

S.NO	PROGRAM TIMING	PROGRAMME	OUTCOME
1	7.00 – 7.15 am	DEVOTIONAL SONGS	Spread positive vibes
2	7.15 – 7.20 am	TODAY'S HISTORY	Development of transferrable skills
3	7.20 – 7.25 am	DAILY ONE THIRUKURAL	Gives refreshment and purpose in life
4	7.25 – 7.30 am	HEALTH TIPS	Helps to reduce medical fearness
5	7.30 – 7.35 am	MOTIVATIONAL STORIES	To motivate us
6	7.35 – 7.40 am	CARRIER GUIDANCE	Helps them understand the carrier options
7	7.40 – 7.45 am	DAILY ONE ACT	Create a sense of responsibility
8	7.45 – 7.50 am	HOW TO MANAGE MONEY	Can feel confident about their ability to manage their finances into their adult life
9	7.50 – 8.00 am	EXPRESS THE LIFE EXPERIENCES OF EXPERTS IN THEIR FIELD	Experimental learning
10	8.00 – 8.05 am	TIME FOR ENTREPRENEURSHIP	Create awareness


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11	8.05 – 8.15 am	IMPORTANCE OF AGRICULTURE	Can help create a more sustainable, equitable economic system
12	8.15– 8.20 am	TIME FOR SPORTS	The ability to coincide movements in relation to external factors
13	8.20 - 8.30 am	GENERAL KNOWLEDGE AND CURRENT TECHNOLOGY UPDATES	Update their Knowledge
14	8.30 – 8.45 am	GRAMMER TIPS	To learn English basics
15	8.45– 8.50 am	NEWS AT JKKM	To know their institution
16	8.50– 9.00 am	DEBATE	helps learners to see the power of deploying rational, reasoned arguments and compelling evidence in action

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JKKM COMMUNITY FM STATION 89.6 MHz

OUTCOME OF EVENING SCHEDULE

S.NO	PROGRAM TIMING	PROGRAMME	OUTCOME
1	5.00 – 5.15 pm	DEVOTIONAL SONGS	Spread positive vibes
2	5.15 – 5.20 pm	HISTORY OF LOCAL AREA TEMPLES	Informative
3	5.25 – 5.25pm	LET'S LEARN IN THE STORY	Informative
4	5.25 – 5.30 pm	TOP 10 NEWS	Very much useful to students and nearby rural people
5	5.30 – 5.35 pm	LEARN THE SCIENTIFIC KNOWLEDGE	Refreshment
6	5.35 – 5.40 pm	LISTEN AND LEARN	Developing their own creativity
7	5.40– 5.50 pm	STUDENTS DISCUSSION ON VALUABLE TOPICS	Informative
8	5.50 – 5.55 pm	REVIEWS ON PRODUCTS,BOOKS ETC	Helps to achieve their personal goals
9	5.55 – 6.00 pm	INTRODUCE NEW VOICES FROM THE SCHOOL TALENT	Identify the school talent
10	6.00 – 6.05 pm	FUNNY JOKES	Informative


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11	6.05 – 6.15 pm	COOKING, BEAUTY TIPS	Reformed the spiritual and sequential destiny of mankind
12	6.15 – 6.25 pm	FAMOUS PERSONALITIES STORIES	Helps to motive
13	6.25 – 6.35 pm	ORGANIC FOOD BENEFITS	Informative
14	6.35 – 6.50 pm	CLASS LECTURES	Very much useful to students
15	6.50 – 7.00 pm	RESPONSE TO FEEDBACK	Increasing involvement of students to participate in various event

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JKKM COMMUNITY RADIO COMMITTEE MEMBERS

S.NO	NAME OF THE STAFF	DESIGNATION	ROLE
1	Dr.K.Sridharan	Principal	Chairman
2	Dr.C.Murugesan	HOD/ECE	Station Director
3	V.Mohanapriya	HOD/CIVIL	In charge
4	U.Sasikala	AP/ECE	Program Coordinator
5	D.Anandakumar	AP/ECE	Program In charge
6	Kasthuri	RJ	Programmer
7	Keerthana	IV/ECE	Member
8	Sathyapriya	III/ECE	Member
9	Gowthaman.P	IV/EEE	Member
10	Kiruthika.S	III/CSE	Member



JKKMCT/CIRCULAR/4202/NOV-21

DATE: 18/11/2021

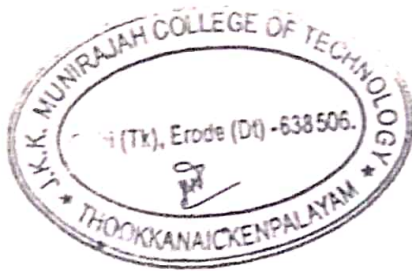
CIRCULAR

This is for your kind information that all the Hod's, Faculty members and Students are invited for - JKKM Community Radio Station inauguration on 19-11-2021(Friday) at our college premises.

Time : 9.30 AM TO 10:30 AM, Place: Ratio Station Room, 3rd Floor

Frequency: 89.6 MHz

Name: JKKM Radio Station




PRINCIPAL 18/11/21

Dr.K. SRIDHARAN
Principal

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Copy To,

- All the HOD's and Staff Members
- The entire Student's Circulation


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INVITATION

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(An ISO 9001 : 2015 Certified Institution) (Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)
T.N.Palayam, Gobi - 638 506.

Inaugural of
JKKM COMMUNITY RADIO STATION-89.6 MHz

On
19.11.2021 (Friday - 9.30AM to 10.30AM)

Lighting of kuthu vilaku
Mrs. J.K.K.VasanthaKumari Munirajah
Mrs.Kasthuripriya Krupakarmurali M.B.A.,

Venue
JKKM COMMUNITY RADIO STATION

Cordially inviting You
by

Chairman
Mrs. J.K.K.VasanthaKumari Munirajah
JKKM Educational Institutions

Secretary
Mrs.Kasthuripriya Krupakarmurali M.B.A.,
JKKM Educational Institutions

Director / Research
Dr. Krupakarmurali Ph.D.,
JKKM Educational Institutions

Principal
Dr.K.Sridharan Ph.D
JKKM College of Technology

Department
Dr. C.Murugesan Ph.D (Vice Principal)
&
Staffs
Electronics and Communication Engineering

Invitation

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T.N.Palayam, Gobi – 638 506.

JKKM COMMUNITY RADIO STATION

Inaugural Function

89.6 MHz

On 19-11-2021 (Friday) @ 9.30am

Hearty Welcome to all



Inaugural Flex

Sreedee
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**Inauguration of JKKM Community Radio Station 89.6 MHz by Our respected Secretary
Mrs.KasthuripriyaKirupakarmurali, M.B.A**



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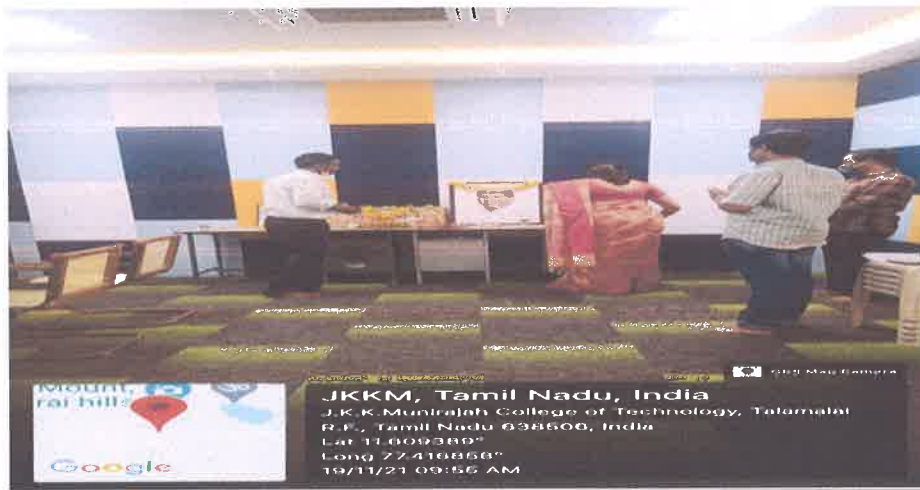
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Vice principal explain about regarding



Principal gave speech

[Handwritten Signature]

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FM recording and air room

Sreedh

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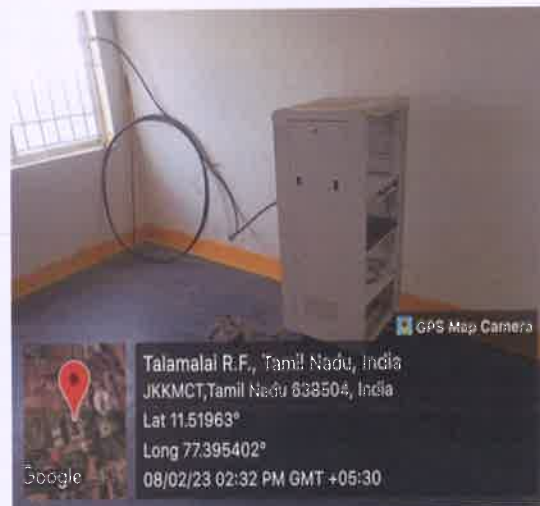
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FM recording room



Transmitter room


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FM antenna located at the roof – top



Logo of our FM

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J.K.K.MUNIRAJAH COLLEGE OF TECHNOLOGY
T.N.PALAYAM.
FM PROGRAM LIST(MORNING)



TAG LINE: JKKM சமுதாய வானொலி 89.6 இது மக்களுக்கான அறிவொளி இணைப்பு பாலம்

S.NO	PROGRAM NAME	DESCRIPTION	TIME
1	பக்தி பாடல்கள்	SONGS	10 MINUTES
2	வரலாற்றில் இன்று	HIGHLIGHTS IN SAME DATE IN THE WORLD	5 MINUTES
3	தினம் ஒரு திருக்குறள்	THIRUKURAL EXPLANATION	5 MINUTES
4	மருத்துவ நேரம்	NALAMUDAN VAZHA HEALTH TIPS	5 MINUTES
5	சிந்தனை துளிகள்	MOTIVATIONAL STORIES	5 MINUTES
6	கனவு மெய்ப்பட	CAREER GUIDANCE	5 MINUTES
7	சட்டம் அறிவோம்	SATANKALUM URIMAICALUM(DAILY ONE ACT)	5 MINUTES
8	பண மேலாண்மை	HOW TO MANAGE MONEY	5 MINUTES
9	அனுபவ மேடை	ANUBAVA MEDAI EXPRESS THE LIFE EXPERIENCES OF EXPERTS IN THEIR FIELD	10 MINUTES
10	சுயதொழில் முனைவோர் நேரம்	TIME FOR ENTREPRENEURSHIP (ideas and tips to motivate new entrepreneurs)	5 MINUTES
11	மண்வாசனை	IMPORTANCE OF AGRICULTURE AND UPDATES TO IMPROVE	10 MINUTES
12	விளையாட்டு நேரம்	UPDATE AND KNOWLEDGE GIVEN REGARDING SPORTS	10 MINUTES
13	அறிவோம் ஆயிரம்	GENERAL KNOWLEDGE AND CURRENT TECHNOLOGY UPDATES	10 MINUTES
14	ஆங்கிலம் பழகு	GRAMMER TIPS BY FACULTIES	15 MINUTES
15	NEWS AT JKKM	ANY EVENTS IN OUR INSTITUTIONS	5 MINUTES
16	காரசாரம்	GROUP DISCUSSION,DEBATE	10 MINUTES
TOTAL			2.00 HOURS


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T.N.PALAYAM.

FM PROGRAM LIST(EVENING)



TAG LINE: JKKM சமுதாய வானொலி 89.6 இது மக்களுக்கான அறிவொளி இணைப்பு பாலம்

S.NO	PROGRAM NAME	DESCRIPTION	TIME
1	பக்தி பாடல்கள்	SONGS	15 MINUTES
2	ஆலயங்கள் வரலாறு	HISTORY OF LOCAL AREA TEMPLES	5 MINUTES
3	கதையில் கற்போம்	LET'S LEARN THE MORAL IN THE STORY	5 MINUTES
4	TOP 10 NEWS	TAMILNADU,INDIA,WORLD	5 MINUTES
5	அறிவியல் அறிவோம்	LEARN THE SCIENTIFIC KNOWLEDGE	5 MINUTES
6	கேட்க கற்க	LISTEN AND LEARN	5 MINUTES
7	கருத்து பரிமாற்றம்	STUDENTS DISCUSSIONS ON VALUABLE TOPICS	10 MINUTES
8	இரண்டாவது பார்வை	REVIEW ON PRODUCTS,BOOKS ETC	5 MINUTES
9	பள்ளி மாணவர்களின் திறமை	INTRODUCE NEW VOICES FROM THE SCHOOL TALENT	5 MINUTES
10	நகைச்சுவை நேரம்	FUNNY JOKES	5 MINUTES
11	பெண்கள் நேரம்	COOKING,BEAUTY TIPS ETC	10 MINUTES
12	பிரபலமான ஆளுமைகளின் வரலாறு	FAMOUS PERSONALITIES STORIES	10 MINUTES
13	உணவே மருந்து	ORGANIC FOOD BENEFITS	10 MINUTES
14	உன்னத விரிவுரைகள்	CLASS LECTURES	15 MINUTES
15	Response to Feedback(கருத்துக்கான பதில்)	READING FEEDBACK AND GIVE ANSWER	10 MINUTES
TOTAL			2.00 HOURS

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BRIEF REPORT

Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest. The content of broadcasting is largely popular and relevant to a local/specific audience. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media.

JKKMCT is essentially a non-profit enterprise initiated by the ANNAI JKK SAMPOORANIAMMAL Trust, Komarapalayam, Gobi and managed by JKK MUNIRAJAH College of Technology. The community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. Community radio can play a significant role at the grass roots level for rural development with active participation of the local community.

In many parts of the Nation today, By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations. For instance, issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming.

JKKM Community Radio is currently going ON AIR @ 89.6 MHz for 6.00 hours from 7.00 am to 10.00 am in the morning and 5.00 pm to 7.00 pm in the evening.


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ABOUT THE SCHEDULE

In the morning session we conduct so many programs nearly 16. Some of them are, Thinam oru thirukural, importance of money management, carrier guidance, today's thinking, today's history then give life to feeding agriculture.

THINAM ORU THIRUKURAL

The Thirukkural is one of the most revered ancient works in the Tamil language. It is considered a 'common creed', **providing a guide for human morals and betterment in life.** Thirukkural (or the Kural) is a collection of 1330 Tamil Poems organised into 133 chapters. Each chapter has a specific subject ranging from "*ploughing a piece of land*" to "*ruling a country*". It preaches simplicity and truth throughout its verses.

**“ ThuppaarkkuthThuppaayaThuppaakkithThuppaarkkuth
ThuppaayaThooumMazhai”**

Meaning

The rain is the important element to make the food for the eaters or the consumers. Hence, when the eaters or the consumers who eat the food the rain itself becomes the food for them.

In this way we daily tell one Thitukural with explanation to understand rural people.

TIME FOR ENTREPRENEUSHIP

As economic globalization accelerates, the number of university graduates increases yearly, resulting in severe employment situations and difficulties in self-employment. Data suggest that the number of college graduates in China has increased from about 5 million in 2010 to nearly 9 million in 2019, with only about 70% employment rate. Therefore, cultivation and improvement of the comprehensive entrepreneurial quality of college students are urgently needed. With the proposal of the mass entrepreneurship and innovation initiative,

freed
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China focuses on entrepreneurship activities and education while putting forward many policy packages. Thus, university entrepreneurship education has received a widespread attention.

Entrepreneurship education, as a practical course, aims to cultivate the innovative awareness, innovative spirit, and innovative ability of college students, and is designed with reasonable objectives and regularity. Additionally, higher education in China has developed rapidly in the past few years, and under the background of the mass entrepreneurship and innovation initiative, entrepreneurship education has received a great attention from the whole society. Hence, innovative talent training is guiding and innovating talent training modes of colleges and universities. The vigorous development of entrepreneurial activities promotes the systematization of basic entrepreneurial education theories, reformation of research methods, expansion of research scope, and improvement of practical effects. Comprehensive research on disciplines significantly influences the theory and practice of entrepreneurship education. Educational psychology can combine psychology and pedagogy, which studies the dynamic psychological activities of students and teachers during learning and teaching, as well as their interaction relationships. Under the background of mass entrepreneurship and innovation, teachers can understand the psychology and learning interests of students in entrepreneurship classes through educational psychology, discover learning problems of students, and grasp the learning status of students. Meanwhile, psychological dilemmas of students in learning can be revealed, which will help teachers fully understand the acceptance of entrepreneurial knowledge by students and formulate targeted teaching plans.

So we are creating awareness to the students to become a Entrepreneur using our FM.

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MORNING NEWS

Local media is important because it can generate quick and on the spot information about the facts which are going on and make the people aware of it. It is a very good medium for getting news instantly. That is why we give morning news to our surrounding rural people via JKKM Community Radio Station 89.6 MHZ.

TODAY'S THOUGHT

We need a daily input of new ideas, wisdom and experience (from people wiser than ourselves!) to help each day turn out well. Thinking good thoughts puts the groundwork in to take positive steps forward in our lives. It's been said that 'thoughts are like things'... that they actually contain dynamic power.

Education is not preparation for life; education is life itself. knowing is not enough, we must apply, willing is not enough, we must do.

Daily we give some quotes with explanation in today's thought which helpful for our students and also rural peoples for their stress relieve.

IMPORTANCE OF FARMER AND AGRICULTURE

Farmers hold the backbone of the agricultural system. As it is common knowledge that for a country to progress the gross domestic product should be reasonable, agriculture is one of the important parts. Farmer ensures that these crops are well nurtured so that they can bring high profit for the state.


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Agriculture is an important part of every country, as they are also one of the major contributions to economic growth. The government should concern for our agriculture heroes. People should give more support and respect to the farmers but the government couldn't help them. Be it the smallest or the largest country, because of farmers only we are surviving on the planet. Thus, Farmers are the most important people in the world. Though, farmers have so much importance still they do not have proper living.

Farmers have great importance in our society. They are the ones who provide us food. Since every person needs proper food for their living, so they are a necessity for the society. There are different types of farmers, and they all have equal significance. First are the farmers who grow a crop like wheat, barley, rice, etc. Since the maximum intake in Indian households is of wheat and rice. Farmers who grow these crops are of prime importance. Second, are the ones who cultivate fruits.

We give useful information to agricultural people via JKKM Community Radio Station 89.6 MHz.

In the evening session we conduct nearly fifteen programs. Some of them are, learn the scientific knowledge Medical Tips, Motivational speech, organic food benefits, and job& Exam tips.

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**JKKM COMMUNITY RADIO
STATION 89.6 MHz**

**PROGRAMME SCHEDULE FOR
ACADEMIC YEAR - 2022-2023**

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JKKM COMMUNITY RADIO STATION 89.6 MHz

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1. CONCURRENCE OF STUDENTS IN OUR JKKM COMMUNITY RADIO STATION 89.6 MHz

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1. Concurrence of Students in our JKKM Community Radio Station 89.6 MHz

Introduction

Radio is the most effective and easily accessible medium of information even in the era of modern technology. Telecommunications advancements have opened up new opportunities for education, information seeking, awareness, entertainment and has given a new life to radio. FM radio is still a popular means of communication among youth. About 68% of the population of Pakistan is youth who are considered as less than 30 years of age. The youth in Pakistan is using FM radio more than any other members of the society (Planning Commission, 2011). The definition of youth is different from country to country; however, the UN has a general definition of youth as those persons who are between 15 and 24 years.

The key is not to think of a campus radio station as a means of replacing other communication tools, but rather as a medium that compliments them. It can be used to establish a creative hub within your university allowing students to express themselves and build their confidence.

Bringing students together and giving them a voice is important in creating a college identity that can then be promoted to potential new students. A fully-functioning radio station can help create a deeper connection with the local community creating an appreciation of community issues. This can help students get involved with local businesses and charities and really make an impact outside of college life.



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Photo of speech about Thirukural

Sreedh

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Photo of speech about History of Temple

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Photo of speech about Money Management

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Photo of speech about Funny jokes

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Photo of speech about Health Tips

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**2.PARTICIPATION OF SCHOOL STUDENTS
IN OUR JKKM COMMUNITY RADIO
STATION 89.6 MHz REGARDING 75TH
INDEPENDENCE DAY**

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2. PARTICIPATION OF SCHOOL STUDENTS IN OUR JKKM COMMUNITY RADIO STATION 89.6 MHz REGARDING 75TH INDEPENDENCE DAY

India is celebrating 75 years of Independence on August 15, 2022 with programmes organised at various educational institutions- schools, colleges. Flag hoisting ceremonies, cultural programmes, sports events were a part of the Independence Day celebrations at governmental and non-governmental institutions throughout the country.

- Radio is all about communication and running a radio show takes commitment and teamwork in order for it to be a success. Our systems are easy enough to use that all students, regardless of age or ability can get involved.
- **Building Confidence** - Most people find talking to a 'mic' in a closed room far less intimidating than appearing on camera or on stage. This allows students to express their views and build their confidence whether it is discussing important issues or sharing ideas, radio gives students a confident voice within your school.
- **Develop Speaking & Listening Skills** - Radio is about speaking and listening. Whether you are presenting or just listening to a show, these vital skills are not only fundamental in radio but are essential for 'real world' skills
- **Improving Literacy** - Seems strange to be talking about writing skills in radio but the first time a student looks at the 'mic' and then asks what they should say, they realise they need to write scripts and prepare between links.
- **Teamwork** - Planning and presenting radio shows requires a great deal of teamwork.

Our college staffs are visiting various schools and recording the student's voice which was later telecast by our community radio station.

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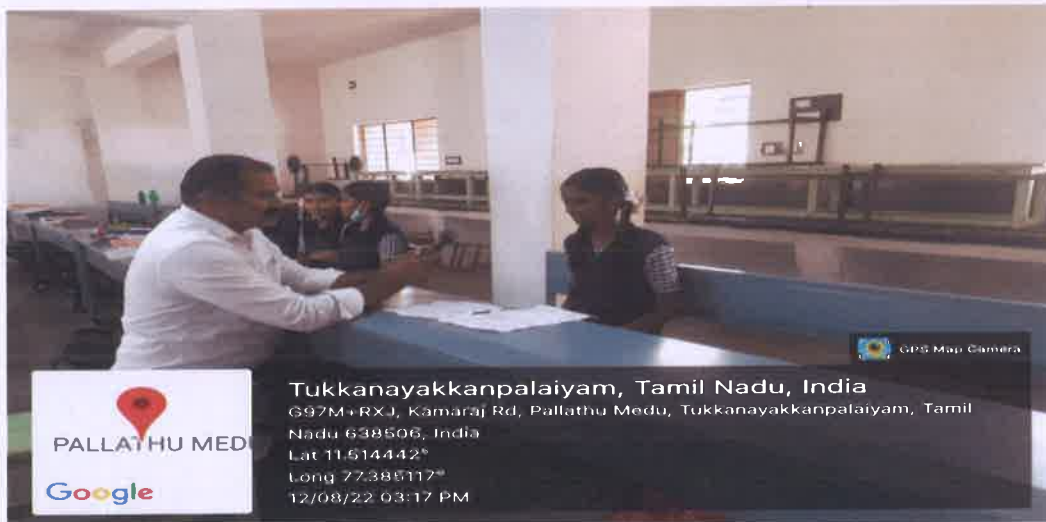


Photo of FM recording in school for 75th Independence day

Sreedh
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Tukkanayakkanpalaiyam, Tamil Nadu, India
G97M+RXJ, Kamaraj Rd, Pallathu Medu, Tukkanayakkanpalaiyam, Tamil Nadu 638506, India
Lat 11.514445°
Long 77.38511°
12/08/22 03:51 PM



Erode, Tamil Nadu, India
G9C5+95C, Tamil Nadu 638506, India
Lat 11.519584°
Long 77.357702°
12/08/22 11:29 AM

Photo of FM recording in school for 75th Independence day

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3. WOKSHOP ON CLIMATE LITERACY (CHENNAI)

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3. WOKSHOP ON CLIMATE LITERACY (CHENNAI)

"Climate literacy is an understanding the climate's influence on you and society and your influence on climate."

Climate science and energy are complex topics, with rapidly developing science and technology and the potential for controversy. How can educators effectively bring these important subjects into their classrooms? There are many ways to approach climate and energy depending on the grade level, course topics and instructional method. Yet no matter the pedagogic setting, using a literacy-based approach can provide a sound foundation to build learners' understanding of these topics. The Teaching Climate section will support the Next Generation Science Standards (NGSS) Implementation through an integrated Earth system science approach in K-12 education.

The following set of climate literacy principles provides a framework for teaching the science behind these issues. Each summary links to a more detailed discussion of what makes the topic important, why it can be challenging to teach, and suggestions for grade-level specific teaching strategies and links to relevant teaching materials.

The first of its kind in the United States, the centre focuses on strategies to build universal climate literacy: helping young people develop understanding, values and attitudes aligned with how we should live to respect our planetary home. Climate literacy is a wider competence than the knowledge of climate science.



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The Guiding Principle for Informed Climate Decisions

- **Essential Principle 1:** The Sun is the Primary Source of Energy for Earth's Climate System
- **Essential Principle 2:** Climate is regulated by complex interactions among components of the Earth system.
- **Essential Principle 3:** Life on Earth depends on, is shaped by, and affects climate.
- **Essential Principle 4:** Climate varies over space and time through both natural and man-made processes.
- **Essential Principle 5:** Our understanding of the climate system is improved through observations, theoretical studies, and modeling.
- **Essential Principle 6:** Human activities are impacting the climate system.
- **Essential Principle 7:** Climate change will have consequences for the Earth system and human lives.

Climate Literacy workshop was held at Chennai from 30.01.2023 to 31.01.2023 which was conducted by SMART team. Our Faculty Mrs.U.Sasikala from EEE department attends that workshop and gain knowledge from that workshop. In that workshop they told us to create awareness about climate change at least 2000 people using their radio station within 6 months.

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Memorandum of Understanding on The Climate Literacy Campaign

This MoU is between Seeking Modern Applications for Real Transformation (SMART), S-79, 2nd Floor, Panchsheel Park, New Delhi-11017 and U.SASIKALA hereafter called the Climate Literacy Consultant (CLC). The CLC has been nominated by JKKM COMMUNITY RADIO STATION, ERODE (DT). The CLC will be associated with the radio station for the entire duration of the project starting January 2, 2023 to October 31, 2023 and will work towards creating awareness on Climate Change.

The consultants have been enrolled after receiving the consent letter signed by the individual and the CR stations. The terms and conditions of this consultancy are as follows:

1. The consultancy cannot be transferred to any other individual in the CR Station during this period as the individual has been nominated with the consent of the authorized signatory.
2. The CLC will be committed to work on the project for the entire 10 months and cannot resign from the organisation or give up this consultancy during the period of 10 months starting January 2, 2023 and ending on October 31, 2023.
3. The CLC will participate in a 3-day residential training and capacity building workshop in Chennai in the month of January.
4. The CLCs will produce and broadcast 20 programmes on agreed themes and broadcast the same on Community Radio and will reach out and sensitise at least 2000 people physically through events and narrowcasts/discussions in the period of 10 months, which will be shared with SMART.
5. Will engage the community through games/ activities and discussions with the purpose to spread climate literacy.
6. The CLC will engage and involve local experts and officers from the Department of Environment & Forests in the content creation and community engagement activities and not broadcast any content that is contrary to the State policies.
7. The CLC will be given an honorarium of Rs 22000/- per month, with an incentive of upto Rs 20,000/- during or at the end of the period of the consultancy on exceeding the targets/ deliverables/ timely submission of reports including broadcast details / testimonials/photos of narrowcast, events, log sheets, broadcast details etc. agreed upon.
8. On completion of the project, the CLC will then become a Climate Literacy Trainer who can create awareness among the community members.
9. SMART observes zero tolerance towards sexual harassment in the workplace or in the field. Necessary action will be taken if there is a violation of the norms.

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I, **U.SASIKALA** associated with community Radio **JKKM COMMUNITY RADIO** have read and agree to the above terms and conditions of becoming a CLC.

Details of the CLC:

Name of the CLC	U.SASIKALA
Phone Number and Email Id	Phone Number : 9715084075 Email Id : sasikalau@jkkmet.edu.in
Bank Details of the CLC	Account No : 1659101016257 IFSC Code : CNRB0001659 Name of the bank : CANARA BANK Address of the Bank : CANARA BANK BRANCH, SATHY ATHANI MAIN ROAD, BANGALWPUDHUR,
Pan Number of the CLC	CFJPS9606E
Signature of the CR Manager	

Please send the following documents along with this MoU:

- A Photograph of the studio with the CLC on air
- Canceled cheque of the bank account of the CLC

<p></p> <p>1. Signature of the fellow (U. SASIKALA)</p> <p>Signature of Station Head with seal</p> <p></p> <p>PRINCIPAL JKK MUNIRAJAH COLLEGE OF TECHNOLOGY Date: T.N. PALAYAM (Po)-638 506. GOBI (TK), ERODE (Dt).</p>	<p>SMART representative's signature with stamp</p> <p></p> <p></p> <p>Date: 05/01/2023</p>
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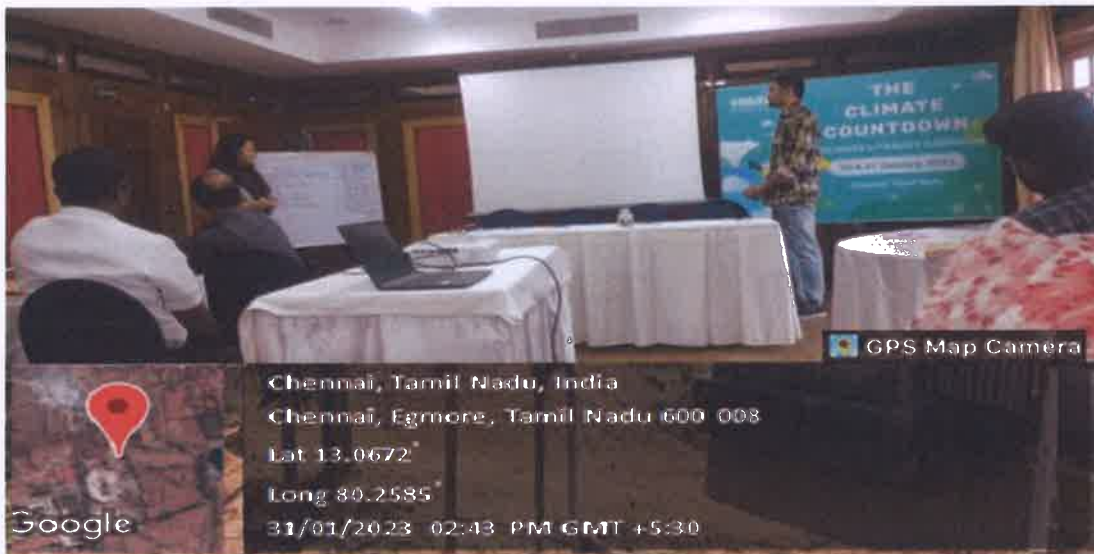


Photo of Workshop on Climate Literacy

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COMMUNITY RADIO

**CLIMATE CHANGE
COUNTDOWN START**

Presents

THE CLIMATE LITERACY CAMPAIGN

EPISODE 1



BROADCAST

JAN
12
2023
6.00PM

RETURN

JAN
20
2023
6.00PM





Seed

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Climate Countdown
JKKM FM COMMUNITY RADIO 89.6MHz
FM studio with the CLC on air



Photo of speech about Climate Countdown

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Climate Countdown
JKKM FM COMMUNITY RADIO 92.6MHz
FM Studio with First Episode Recording with RJ- 1 and RJ - 2



Photo of speech about Climate Countdown

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4. WORLD RADIO FESTIVAL AT NEW DELHI

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4. WORLD RADIO FESTIVAL AT NEW DELHI

February 13 is a proclaimed day by UNESCO to celebrate the history and future of radio as one of the means of communication and information. According to the United Nations, radio is a low-cost and popular medium, which can reach the remotest areas and the most marginalized people. The theme for the 12th edition of World Radio Day is "Radio and Peace". On World Radio Day 2023, UNESCO highlights independent radio as a pillar for conflict prevention and peace building. Promoting and encouraging the use of the radio is the goal of the day. The theme for World Radio Day 2023 is "New World, New Radio". It celebrates the transformation of radio to adapt to the changing digital world and highlights its role in creating a more inclusive and connected society.

The theme for the 12th edition of the World Radio Day, to be celebrated on 13 February 2023, is "Radio and Peace". War, as an antonym to peace, signifies an armed conflict between countries or groups within a country, but may also translate into a conflict of media narratives. The narrative can increase tensions or maintain conditions for peace in a given context - for instance weigh in on the rough or smooth conduct of elections, the rejection or integration of returnees, the rise or tempering of nationalistic fervour, etc. In reporting and informing the general public, radio stations shape public opinion and frame a narrative that can influence domestic and international situations and decision-making processes.

Our staff Mrs.U.Sasikala from EEE department has attend the World Radio festival held at New Delhi on 13.02.2023. In this Festive they tell mostly about the climate count town.

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TRF 2023 - AGENDA

RADIO FOR PEACE - Feb 13, 2023				
Serial Number	Time	Panels	Speakers	Session Description
1	09:15-10:00	Kick-off Beats	Performance by Beat Boxer Sufiyan Rouf and Singer Sakshi Rai	
2	10:00-11:15	Inaugural	Ms Archana Kapoor, Founder TRF - Welcome Address Mr Hezekiel Diamini, Officer-in-Charge, UNESCO New Delhi - Inaugural Address, Mr Sunil, ADG Prasar Bharat, Radio: A Global Perspective - Special Address Ms Vasudha Gupta, DG AIR, - Special Address, Ms Neeraja Sekhar, AS, MIB - Keynote Address Vote of Thanks - Nitiika Kakkar	Welcome Address - 6 min Inaugural Address (UNESCO) - 8 min Radio a Global Perspective: 8 mins Special Address: 10 min Keynote address: 20 min Certificate distribution to old SDG Fellows Announcement of New SDG Fellows and Vote of Thanks: Nitiika Kakkar
3	11:15-12:00	Tea		
4	12:00-12:30	Radio at the Borders	Lt Gen. Rameshwar Yadav	Discover how radio connects our soldiers in times of war and peace, and keeps the enemy away.
5	12:30-13:00	Rajpath on Radio: Stories of Republic Day Broadcasts	Mr Sitanshu Kar, Former Principal DG in conversation with Commentators of AIR - Ms Ritu Rajput, Mr D Andrew, Ms Tanvi Taneja	The parade at Rajpath has been a celebration of India's valour, culture and diversity. There are a few voices that have brought the grandeur of the Parade on the radio and made each Indian proud. Listen to these commentators share their stories.

Photo of Agenda for World Radio Day Festival

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6	13:00-13:45	Super Womaniya	RJ Stutee (Fever FM) & Jyoti Ann Burrett (Footballer, Indian Women's League)	A celebrated RJ and an eminent footballer discuss their experiences, challenges and what it is to be a woman in a male-dominated domain
	13:45- 14:30	Lunch		
8	14:30-15:15	Live @TRF	RJ Akriti (Big FM), RJ Rahul Makin (Fever), RJ Sachin (Red FM), RJ Vijdan (Radio Mirchi) Moderator: Mr Deshraj Singh	RJs are master storytellers who weave magic with their voices. Catch your favourite RJs present a live program on a prompt given to them on the spot!
9	15:15-16:15	Radio for Peace	Mr Guru Prasad - Joint Director, RNU Srinagar & Leh at All India Radio, RJ Divya from Radio City, Mr Jaideep Banerjee - Regional Programming & Marketing Head (East) at RED FM, Ms Sulakshna Bramta - Regional Programming Head North & National Lead Purpose Initiatives at BIG FM, RJ Nasir - DPS Radio, Kashmir Moderator: Ms Smita Sharma - Senior Journalist	From natural disasters to conflicts and health crises, radios have been harbingers of peace in difficult situations. RJs and programming heads from different parts of the country share stories of how radios have played a major role in maintaining harmony and getting the community closer when most required.
10	16:15-17:00	Preserving Culture: Folk Music and Indigenous Languages	Ms Subhashri Mohapatra, Joint Director, News, All India Radio, Mr Vikas Tiwari, Deputy National Programming Head, MY FM, Mr Brijender Panwar, President, CRA RJ Rafia Rahim from Radio Mirchi, Kashmir Moderator: Mr Rajeev Kumar Shukla, Former ADG Programme at All India Radio	Radio has not only ruled the hearts of people for generations but has also become a vessel for the preservation of folk music, indigenous languages and local culture. Voices from all three tiers of radios share their bits.
11	17:00- 18:00	Disconnect from the Clutter - Strum a new tune	RJ Sayema - Radio Mirchi and Rahul Ram-Indian Ocean	Music is the soul of radio. Let's take a break from the deafening din of everyday life, and sing along to some soothing tunes.

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RADIO FOR CLIMATE CHANGE- Feb 14, 2023				
1	9:45-10:30	Community advocates for Climate Action	Abhishek (Radio Mayur), Keerti (MOPR), Dhanashree (Radio Sugar, Sangli), Paresh (Campus Radio). Moderator: RJ Vijdan (Kashmir)	Community radios from climate-sensitive zones share their experiences on working with community members on climate actions.
2	10:30-11:00	Climate Change: A Community Perspective	Mr Shyam Saran, Former Foreign Secretary; Ex Special Envoy for Nuclear Affairs and Climate Change, Current President IIC in conversation with Nilin Sethi, Senior Journalist	
	11:00-11:30	Tea		
3	11:30-12:30	Talking Climate Action	Dr Atul Tiwary, ADG,AIR, Ms Sakshi Verma, Head National Brand Solutions (MY FM) / Nasir -Radio DPS, Rafia Rahim (Radio Mirchi), Mohd Niyaz, Radio Bubul; Moderated by Jayashree Nandi, Environment Journalist	As the climate emergency turns graver, it is time to talk about individual actions and collective initiatives that can help us get closer to the SDG 2030 Agenda. From encouraging local solutions to promoting corrective measures across sectors, radios play a pivotal role in mobilising communities. Speakers from across the country share their insights.
4	12:30-13:15	Noise for Good	RJ Raunac (RED FM) & RJ Sarthak (Radio One)	As we all strive for the preservation of this planet, it is time to crowd the airwaves and make the right noise. Listen to the initiatives taken by private radios for enabling individuals to take action towards this cause.
	13:15-14:00	Lunch		
5	14:00-14:45	Inaugural	Welcome Address: Ms Archana	

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			Kapoor, Director TRF Dr B Shadrach, Director, CEMCA, SDGs and Climate Change Ms Kanta Singh, Deputy Country Representative, UN Women- Climate Change: A Gendered Perspective Mr Yasumasa Kimura, UNICEF Deputy Representative - Special Address Ms Neerja Sekhar, AS MIB - Keynote Address Ms Niluka Kakkar - Vote of Thanks	
6	14:45-16:00	Climate Change: Everyone's Business	Ms R Jaya, AS, Ministry of Tribal Affairs, Mr Franklin. L Khobung, JS, Ministry of Agriculture (TBC), Ms Manisha Verma, JS, MoHFW (TBC) Mr Anuj Dayal, Head Corporate Communications, DMRC, Ms Nisha Narayanan, COO & Director Red FM & Magic FM, Mr Siddharth Chaturvedi, Agriculture Development Asia, BMGF, Moderated by Siddhartha B. Shrestha, Chief SBCC, UNICEF	With India assuming presidency of the G20, this session explores the ideals of One Earth, One Family, One Future- Vasudhaiva Kutumbakam! The eminent personalities on the dias will deconstruct the intersectionalities of Climate Change particularly in areas of tribal livelihoods, agriculture, green technologies, WASH and others, and how through Radio, communities across the country can collectively work together towards accelerating the SDG agenda.
7	16:00-17:00	G20: Its Agenda and Goals	Mr Muktesh Pardeshi, Secretary G20	Demystifying G20 for the community broadcasters and Radio

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Photo of World Radio day festival at New Delhi

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SUMMARY

- Support the development and distribution of high-quality, non-commercial content and services with particular attention to the needs and focuses on issues concerning environment, Agriculture, social relevance, health care, self-motivation, personality development, career guidance, School education, and folk music
- Provide parents, caregivers, teachers and students with diverse high-quality educational content and services that advance learning in all settings. Support efforts to build education partnerships at local and state levels.
- In the morning session we conduct nearly sixteen programs, which was helpful to our students & rural peoples.
- In the evening session we conduct nearly fifteen programs which really helpful to our students for their stress relieve.
- Raising awareness and thereby understanding of the effects of climate change on health will facilitate both behavioural change and societal support for the actions needed to reduce greenhouse gas emissions.
- We are recording many of the school student's voice to identify the talent.
- Our students are eagerly participating many events in our FM station.
- We give Exam tips & health tips to the students.

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