



J.K.K. MUNIRAJAH COLLEGE OF TECHNOLOGY

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**JKKM COMMUNITY RADIO
STATION 89.6 MHZ**

PROGRAMME SCHEDULE FOR ACADEMIC YEAR - 2023-2024

**PRINCIPAL
JKK MUNIRAJAH COLLEGE
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JKKM COMMUNITY RADIO STATION 89.6 MHZ

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


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1. 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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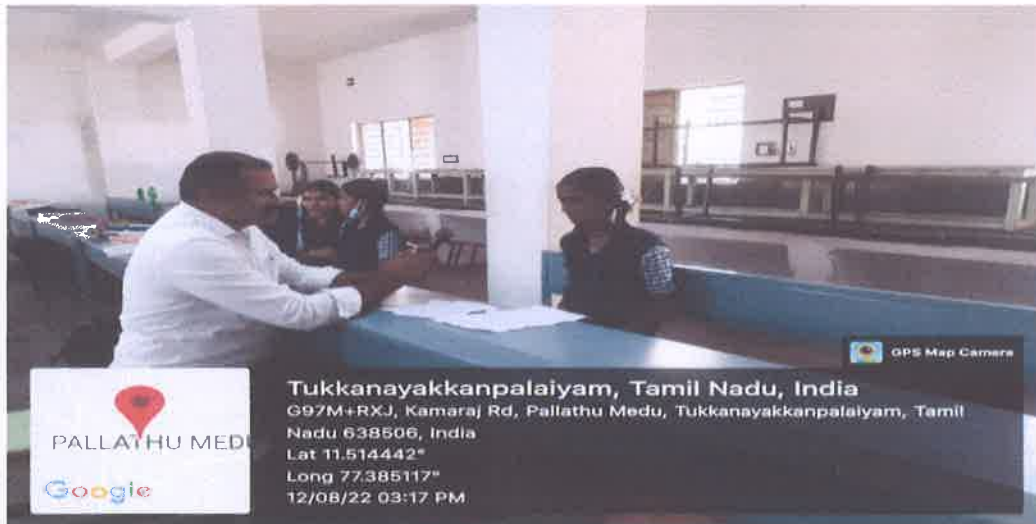



Photo of FM recording in school for 75th Independence day


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2. WOKSHOP ON CLIMATE LITERACY (CHENNAI)

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2. 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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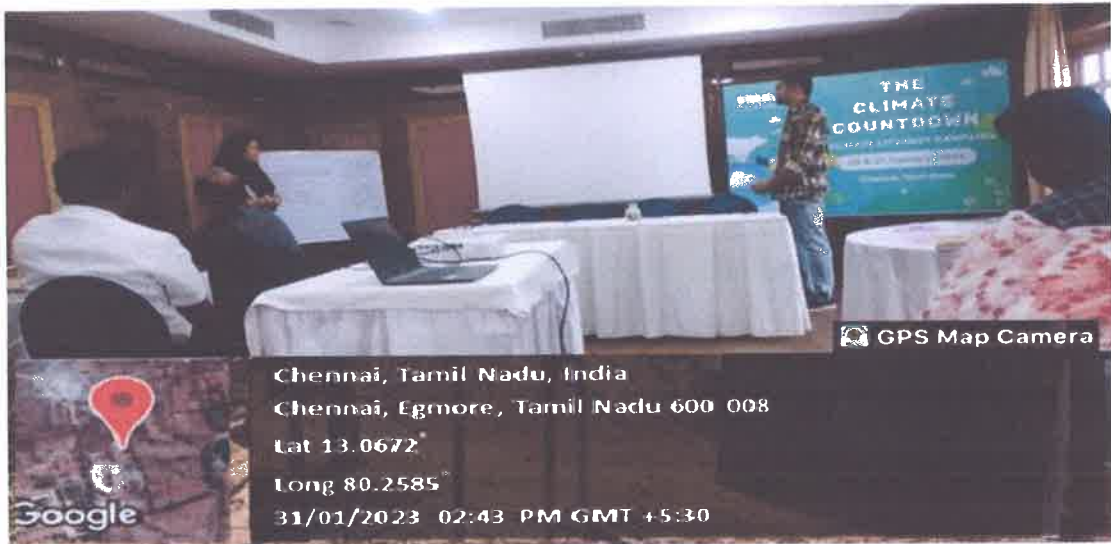


Photo of Workshop on Climate Literacy

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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



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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
JKKMCT FM COMMUNITY RADIO 89.6MHz
FM Studio with First Episode Recording with RJ-1 and RJ-2



Photo of speech about Climate Countdown

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3. WORLD RADIO FESTIVAL AT NEW DELHI

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3. 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 Diainini, Officer-in-Charge, UNESCO New Delhi - Inaugural Address, Mr Sunil, ADG Prasar Bharati, Radio: A Global Perspective - Special Address Ms Vasudha Gupta, DG AIR, - Special Address, Ms Neerja Sekhar, AS, MIB - Keynote Address Vote of Thanks - Nitika 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: Nitika 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.

Photo of Agenda for World Radio Day Festival

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RADIO FOR CLIMATE CHANGE- Feb 14, 2023				
1	9:45-10:30	Community advocates for Climate Action	At'hishek (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 Nitin Sethi, Senior Journalist	
	11:00-11:30	Tea		
3	11:30-12:30	Talking Climate Action	Dr Atul Twary, 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	

Photo of Agenda for World Radio Day Festival


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			<p>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 Nitika Kakkar - Vote of Thanks</p>	
6	14:45-16:00	Climate Change: Everyone's Business	<p>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</p>	<p>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.</p>
7	16:00-17:00	G20: Its Agenda and Goals	Mr Muktesh Pardeshi, Secretary G20	Demystifying G20 for the community broadcasters and Radio

Photo of Agenda for World Radio Day Festival

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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@jkkmct.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 World Radio day festival at New Delhi


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4. CLIMATE COUNT DOWN

EPISODE-1


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J K K M
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



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Brief report about Climate Count Down Episode-1

Mrs.Sasikala AP/ECE of JKKMCT delivered a speech about the awareness and gave some important points to the students. The points are,

1. Global warming refers to the above-average temperature increase on Earth.
2. The primary cause of global warming is the Greenhouse effect.
3. Climate change is blamed for global warming, as it badly affects the environment.
4. The most critical and very important issue that no one can overlook is climate change; it is also spreading its leg in India.
5. India's average temperature has risen to 1.1 degrees Celsius in recent years.
6. Living creatures come out of their natural environment due to global warming, and eventually become extinct.
7. Climate change has contributed to weather pattern disruptions across the globe and has led to unusual shifts in the monsoon.
8. Human actions, apart from natural forces, have also led to this transition. Global warming leads to drastic climate change, leading to flooding, droughts and other climate catastrophes.
9. The pattern of monsoon winds is influenced by changes in global temperature and alters the time and intensity of rain. Unpredictable climate change impacts the nation's farming and production.
10. Planting more trees can be a positive step in eliminating the global warming problem.


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CLIMATE COUNT DOWN

EPISODE-2

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EPISODE -2

BROADCAST

JAN 25
2023
06.30PM

RECAST

FEB 08
2023
06.30PM



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Brief report about Climate Count Down Episode-2

Mrs.Sasikala AP/ECE of JKKMCT delivered a speech about the awareness and gave some important points to the students. The points are,

- Climate change is already happening. It is causing more extreme weather conditions, such as floods and droughts.
- Climate change could lead to a loss of biodiversity, as plants and animals are unable to adapt to the changing climate.
- Climate change could also cause humanitarian crises, as people are forced to migrate because of extreme weather conditions.
- Climate change could damage economies, as businesses and industries have to cope with increased energy costs and disrupted supply chains.
- It is important that we finally stop debating about it. Schools need to stop making students write a speech on Global Warming or Climate Change and focus on making them capable of living a sustainable life. Face it with courage and honesty.


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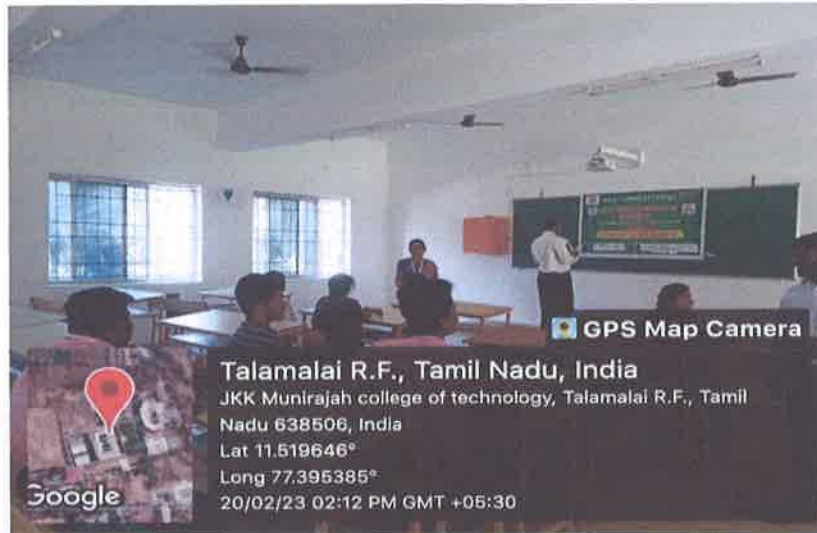
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CLIMATE COUNT DOWN

EPISODE-3

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JKKM

CLOUD PRESENT

EPISODE-3

COMMUNITY RADIO 🇮🇳

89.6 MHz
JKKM
COMMUNITY RADIO

BROADCAST
18.02.2023
6.00PM

RECAST
20.02.2023
8.00PM

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Brief report about Climate Count Down Episode-3

Mrs.S.Poornima AP/English of JKKMCT delivered a speech about the awareness and gave some important points to the students. The points are,

Earth is the only planet which has variety in weather and climate crucial for survival. But we humans are killing nature to fulfil our need and greed that causes global warming, eventually leading to climate change. Here, we have provided either long and short Climate Change speech or Global Warming speech along with 10 lines for a brief speech on Global Warming. Students can refer to this article whenever they are supposed to write a speech on Global Warming.

Global Warming refers to the Earth's warming, i.e. rise in the Earth's surface temperature. A variety of human activities, such as industrial pollution and the burning of fossil fuels, are responsible for this temperature rise. These operations emit gases that cause the greenhouse effect and, subsequently, global warming. Climate change, starvation, droughts, depletion of biodiversity, etc. are some of the most important consequences of global warming.


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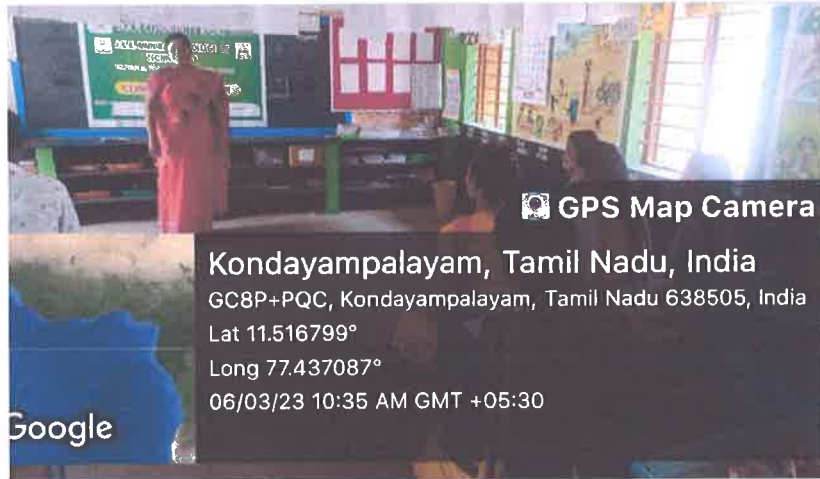
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89.6 MHZ

JKKM Community Radio




EPISODE-04

BROADCAST

01 MARCH
2023
8:00AM

RECAST

04 MARCH
2023
8:00AM


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Brief report about Climate Count Down Episode-4

In this Episode she was discussed about,

The health threats experienced to date are an early symptom of the dangers our future might hold. Despite continued warnings of the risks, and regardless of agreed targets to limit temperature rise, the world is accelerating in the wrong direction.

However, for all the negatives, there are still positive signals of progress, and opportunities to deliver a healthy, thriving future for people all around the world. Building upon the progress already made, the Commission makes recommendations to maximise the benefits of climate change action for people's health and wellbeing.

Global Warming refers to the Earth's warming, i.e. rise in the Earth's surface temperature. A variety of human activities, such as industrial pollution and the burning of fossil fuels, are responsible for this temperature rise. These operations emit gases that cause the greenhouse effect and, subsequently, global warming. Climate change, starvation, droughts, depletion of biodiversity, etc. are some of the most important consequences of global warming.

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CLIMATE COUNT DOWN

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COMMUNITY RADIO
The Community Connection

EPISODE -05

<i>Broadcast</i>	<i>Recast</i>
20 MARCH 2023 08:00 AM	23 MARCH 2023 06:00 PM

89.6 MHZ JKKM COMMUNITY RADIO

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Brief report about Climate Count Down Episode-5

In this Episode she was discussed about,

1. Start by doing your research. Climate change is a complex topic, and there's a lot of information out there on it. Make sure you understand the basics of climate change before you start writing your speech.
2. Write down what you want to say. It can be helpful to draft an outline of your speech before you start writing it in full. This will help ensure that your points are clear and organized.
3. Be passionate about the topic. Climate change is a serious issue, but that doesn't mean you can't talk about it with passion and enthusiasm. Let your audience know how important you think this issue is.
4. Use visuals to help explain your points. A good speech on climate change can be filled with charts, graphs, and statistics. But don't forget to also use powerful images and stories to help illustrate your points.
5. Stay positive. Climate change can be a depressing topic, but try not to end your speech on a negative note. Instead, talk about the steps we can take to address climate change and the positive outcomes that could come from it.
6. Start by defining what climate change is. Climate change is a problem that refers to a broad array of environmental degradation caused by human activities, including the emission of greenhouse gasses.

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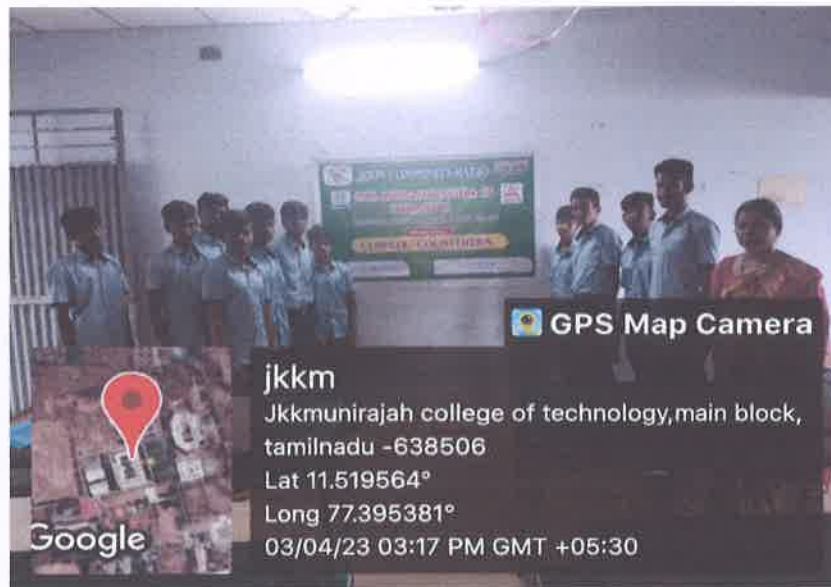
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CLIMATE COUNT DOWN

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Brief report about Climate Count Down Episode-6

In this Episode she was discussed about,

1. Offer solutions to climate change. Some solutions include reducing our reliance on fossil fuels, investing in renewable energy sources, and planting trees to help absorb carbon dioxide.
2. Appeal to your audience's emotions. Climate change is a problem that affects everyone, and it's important to get people emotionally invested in the issue.
3. Make sure your speech is well-organized and easy to follow. Climate change can be a complex topic, so make sure your speech is clear and concise
4. Use visuals to help explain your points. A good speech on climate change can be filled with charts, graphs, and statistics. But don't forget to also use powerful images and stories to help illustrate your points.
5. Stay positive. Climate change can be a depressing topic, but try not to end your speech on a negative note. Instead, talk about the steps we can take to address climate change and the positive outcomes that could come from it.
6. Climate change could damage economies, as businesses and industries have to cope with increased energy costs and disrupted supply chains.

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Community radio

JKKM
89.6 MHz

COMMUNITY RADIO

Episode-07

Breakfast *Recast*

12 April 2023	13 April 2023
06:00PM	08:00PM
06:30PM	08:30PM

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Brief report about Climate Count Down Episode-7

In this Episode they were discussed about,

1. The response to COVID-19 offers an opportunity to rethink how we can work together to address the two global crises – climate change and the pandemic – simultaneously and more efficiently.
2. The WHO Manifesto for a Healthy Recovery from COVID-19 offers 6 prescriptions, which support a long-term vision for enhanced public services, strengthened climate-resilience and response capacities of health systems, and green and sustainable recovery.
3. Make sure your speech is well-organized and easy to follow. Climate change can be a complex topic, so make sure your speech is clear and concise
4. Use visuals to help explain your points. A good speech on climate change can be filled with charts, graphs, and statistics. But don't forget to also use powerful images and stories to help illustrate your points.
5. 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. It can also help in getting health-care professionals to support strategies for mitigation and adaptation that will both improve health and reduce vulnerability.

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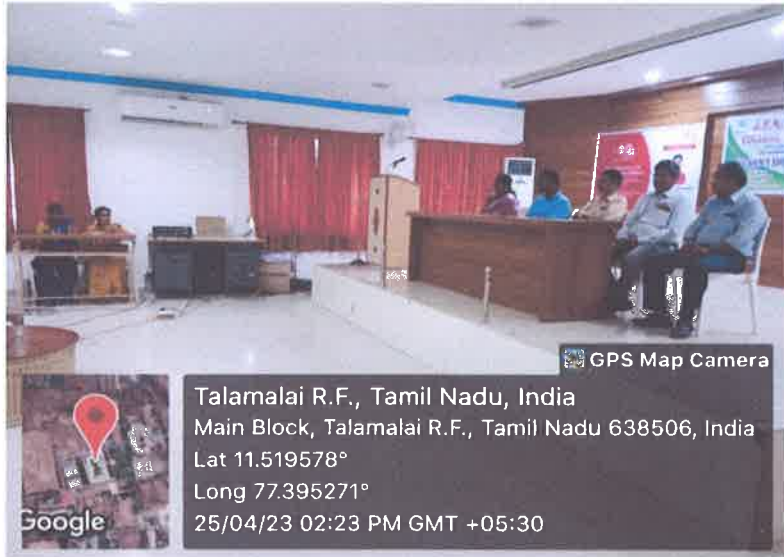
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CLIMATE COUNT DOWN

EPISODE-8

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COMMUNITY RADIO**

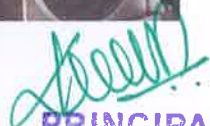
Climate change countdown starts presents

**The Climate Literacy Campaign
EPISODE-08**

**JKKM
89.6 MHz**

COMMUNITY RADIO

BROADCAST	RECAST
04 MAY 2023	05 MAY 2023
08:00-AM	06:00-PM
08:30-AM	06:30-PM


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Brief report about Climate Count Down Episode-8

In this Episode she was discussed about,

1. The foundation for supporting life on Earth is trees.
2. Through photosynthesis, trees take up carbon dioxide and exhale oxygen.
3. Additionally, tying the dirt to their roots aid in decreasing soil erosion.
4. Trees slow the rate of global warming because they take up carbon from the atmosphere and store it in their wood and bark.
5. The abundance of wildlife and the protection they offer to countless species, including humans, are made possible by forests.
6. Fruits from trees are a food source for humans, animals, and birds.
7. Additionally, they are the primary supplier of raw materials to the paper and lumber sectors, which helps to stimulate the economy.
8. Trees serve as natural air conditioners by absorbing heat up to 8 to 10 degrees Celsius and chilling the air around them.
9. Neem is a common tree that assists in air purification by eradicating unwanted organisms.
10. Because it makes the most considerable contribution to the creation of oxygen, the Amazon Rain Forest is known as the "Lung of Earth."


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CLIMATE COUNT DOWN

EPISODE-9

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Broadcast	Recast
<i>11 May 2023</i>	<i>12 May 2023</i>
<i>08:00 AM</i>	<i>08:00 AM</i>
<i>08:30 AM</i>	<i>08:30 AM</i>

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Brief report about Climate Count Down Episode-9

Mr. Vadivel, HOD/MBA of JKKMCT delivered a speech about the awareness and gave some important points to the students. The points are,

Communicating on climate change is about educating and mobilizing audiences to take action to confront the climate crisis. Everyone can play a part by raising their voice, sharing solutions, and advocating for change – shaped by different experiences, cultural contexts, and underlying values.

Global Warming refers to the Earth's warming, i.e. rise in the Earth's surface temperature. A variety of human activities, such as industrial pollution and the burning of fossil fuels, are responsible for this temperature rise. These operations emit gases that cause the greenhouse effect and, subsequently, global warming. Climate change, starvation, droughts, depletion of biodiversity, etc. are some of the most important consequences of global warming.

Breaking down the science behind climate change is complex, but the right messengers can get the audience engaged. As an established content creator, you may already be a trusted messenger for your audience. If you bring in other messengers, consider respected scientists (whose articles refer to peer-reviewed scientific journals or studies conducted by reputable research institutions or universities), weather presenters, and medical doctors, all of which are widely trusted. Often the most impactful climate communications also come from "people like me" who are affected and care.

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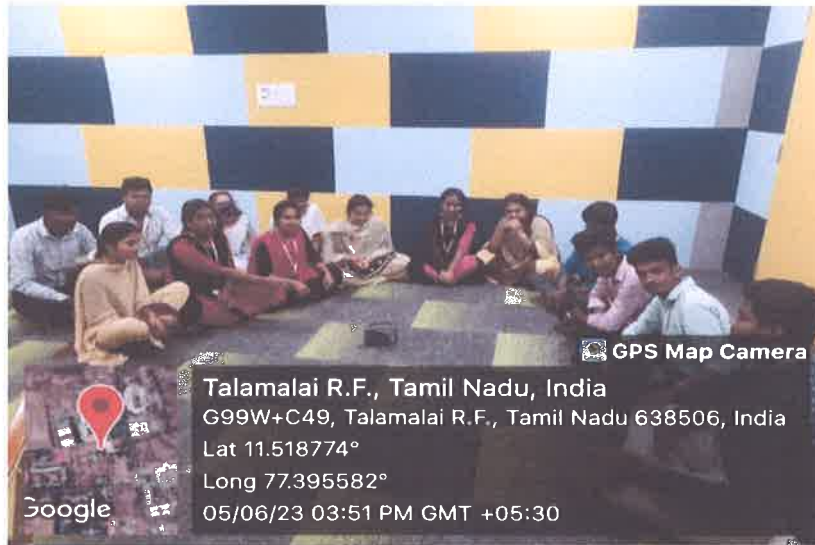
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Photos of Lecturing about climate countdown

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5.INTERNATIONAL PLASTIC BAG FREE DAY

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JKKM COMMUNITY RADIO
JKK MUNIRAJAH COLLEGE OF
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smart
Sustainable Management and Resource Technology


THE CLIMATE COUNT DOWN
International Plastic Bag Free Day
3rd July, 2023

EVENT 1
Special Address :
Mr. K.SRIRAM HOD/ MECH
TOIPIC :
WASTE PLASTIC MANAGEMENT
DATE : 03.07.23
PLACE: JKKM RADIO STATION



EVENT 2
PLEDGE :
PLASTIC AWARENESS
VENUE :
JKKM SEMINAR HALL

SAY NO TO PLASTIC BAGS


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REPORT OF THE EVENT

JKKM community radio organized a special climate change awareness program on the occasion of World No Plastic Bag Day. Sound recording was done on 3.7.2023 at 3 pm and telecast was done. In this report, Mr.K.Sriram M.E (Head of Department/Department of Mechanical Engineering, JKKM College of Engineering) spoke in detail about the awareness of plasticity and the evils caused by it in the society.

Also plastic awareness pledge was held at JKKM Engineering College campus at 4 pm. JKKM first year students and college professors participated and took the oath.


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Photos of speech about waste plastic management

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Photos of Taking Pledge

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Photos of Issuing pure cotton Yellow bag


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

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6. 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

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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 Thirukural

Sheela
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Photo of speech about Funny jokes

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Photo of speech about History of Temple

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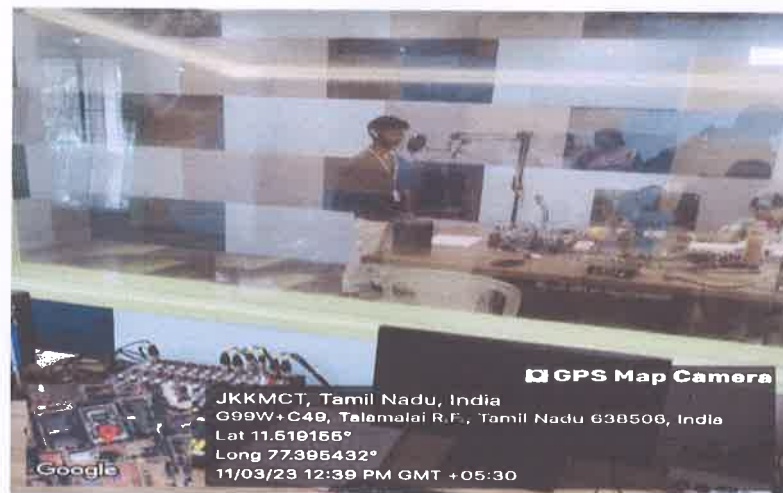


Photo of speech about Health Tips

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7.INTERNATIONAL YOGA DAY

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INTERNATIONAL YOGA DAY

YOGA AWAKENS THE MIND



Team

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INTERNATIONAL 21 JUNE 2023

YOGA

DAY

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JKKM COMMUNITY RADIO 89.6 MHZ NATIONAL SERVICE SCHEME

International Yoga Day - 2023

Chief Guest
Mrs. M.SANGEETHA
M.Com., B.Ed., MA (YOGA),
Yoga Trainer

Date
20-06-2023 | 2.00 pm

Venue
Seminar Hall



Prize Distribution

Yoga Day Competitions

Drawing | Essay | Yoga

Chairman
Mrs.J.K.K.VASANTHAKUMARI MUNIRAJAH

Secretary
Mrs.KASTHURIPRIYA KIRUPAKAR MURALI M.B.A.

Research Director
Dr.S.KIRUPAKAR MURALI B.Tech., M.S., Ph.D.,

Principal JKKMCT
Dr.K. SRIDHARAN M.E., MBA., Ph.D., MISTE.,

HOD's and Staff Member's
Welcome you all !

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Photos of International Yoga Day Celebration

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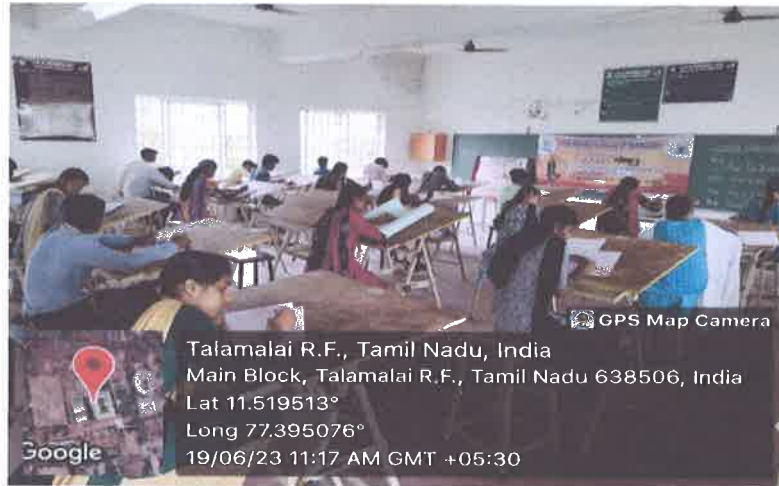
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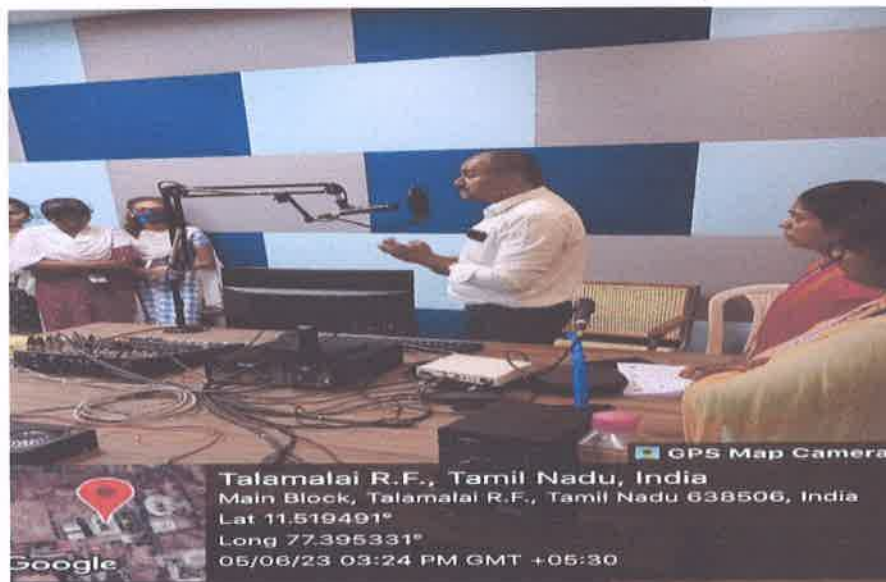
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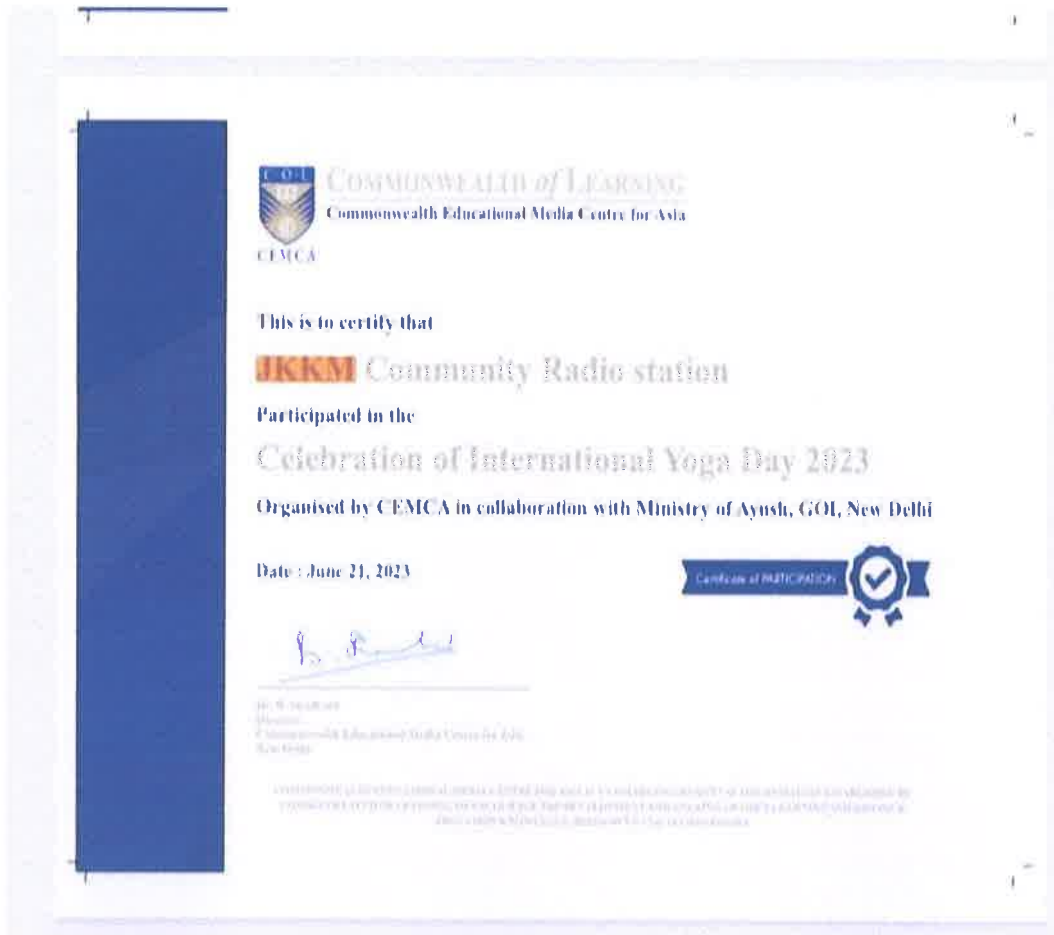


Photo of International yoga day Certificate

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8. CLIMATE CHANGE PROJECT

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SEEKING MODERN APPLICATIONS
FOR REAL TRANSFORMATION



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The Climate Literacy Compagin
and SMART Organized

TWO DAYS WORKSHOP REVIEW
MEETING

DATE: 27&28th JULY 2023, CHENNAI



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- ▶ REAL STORY TELLING TO PUBLIC AND SCHOOL STUDENTS
- ▶ BROADCASTING THROUGH COMMUNICATION MEDIA (FACEBOOK, TWITTER, INSTAGRAM & SCHOOLS, COLLEGES ETC)
- ▶ CONDUCTING QUIZZ, DRAWING AND RELATED SPEECH COMPETITIONS ETC.



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ACTIVITIES UNDERTAKEN AS A CLC

- ❖ TO MOTIVATE STUDENTS BY CONDUCTING QUIZZ ,DRAWING AND SPEECH COMPETITIONS ETC.
- ❖ TO RECORD AND BROADCAST AWARENESS PROGRAMS LIKE CLIMATE CHANGE IMPACTS AND PLASTIC RECYCLES.
- ❖ TO ENCOURAGE PUBLIC BY TREE PLANTATION AND TRAINING TO THE STUDENTS FOR GROWING ORGANIC GARDEN ETC.



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SUCCESSFUL CAMPAIGN AND EVIDENCE

- INTERNATIONAL PLASTIC BAG FREE DAY JULY 3, 2023 HAVE PLANNED TWO EVENTS
- 1. PLEDGE OF PLASTIC AWARENESS
- 2. WASTE PLASTIC MANAGEMENT SPEECH EVENTS GIVEN BY Mr. K. SRIRAM HOD/MECH, JKKMCT



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smart

THE CLIMATE COUNT DOWN

International Plastic Bag Free Day
3rd July, 2023

EVENT 1

Special Address :
MR. K. GEBRAM HOO / MCOI

TOPIC :
WASTE PLASTIC MANAGEMENT

DATE : 03.07.23

PLACE : JKKM RADIO STATION

EVENT 2

PLEDGE :
PLASTIC AWARENESS

VENUE :
JKKM SEMINAR HALL

**NO
THANK
YOU**

SAY **NO** TO PLASTIC BAGS

Keen
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BEHAVIOUR CHANGES

- ▶ REDUCED USAGE OF PLASTIC BAGS INSIDE THE CAMPUS
- ▶ KNOWING THE IMPORTANCE OF TREE PLANTATION
- ▶ CLIMATE CHANGE AWARENESS SPEECH ALSO HELPS DIFFERENT LEVELS OF IMPACTS IN LIFE.



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CHALLENGES IN IMPLEMENTING THE PROJECT

- ▶ STUDENTS ARE NOT INTERESTED TO HEAR CLIMATE RELATED MATTERS.
- ▶ THEY FELT THAT SOLUTION IS A BIG MATTER
- ▶ DIFFERENT ACTIVITIES ONLY WILL MOTIVATES (EX.SONGS,EPIISODES ETC)



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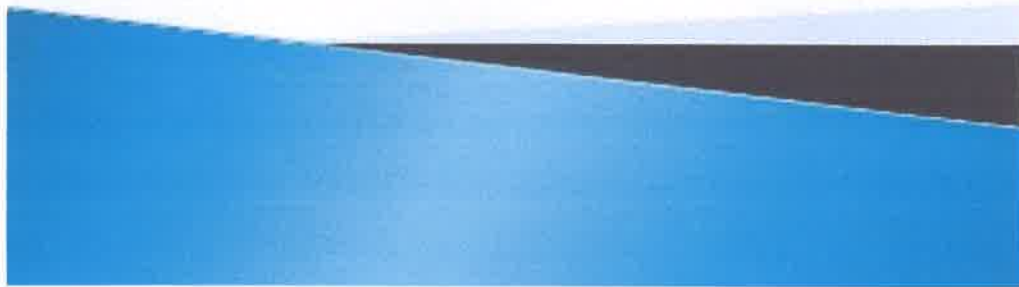
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PLANS FOR NEXT THREE MONTHS

- ❖ FREE TREE SAPLINGS
- ❖ INTERVIEW WITH VARIOUS ENVIRONMENTAL ACTIVISTS AND OTHER PROGRAMS
- ❖ CONDUCT EVENTS LIKE SPEECH, ESSAY AND DRAWING BASED ON THE CONCEPTS OF CLIMATE CHANGE AND GLOBAL WARMING



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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

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.


PRINCIPAL
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