



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


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JKKMCT/CIRCULAR/4202/NOV-21

DATE: 18/11/2021

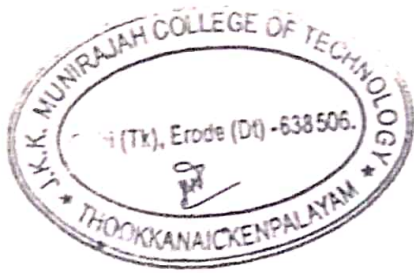
CIRCULAR

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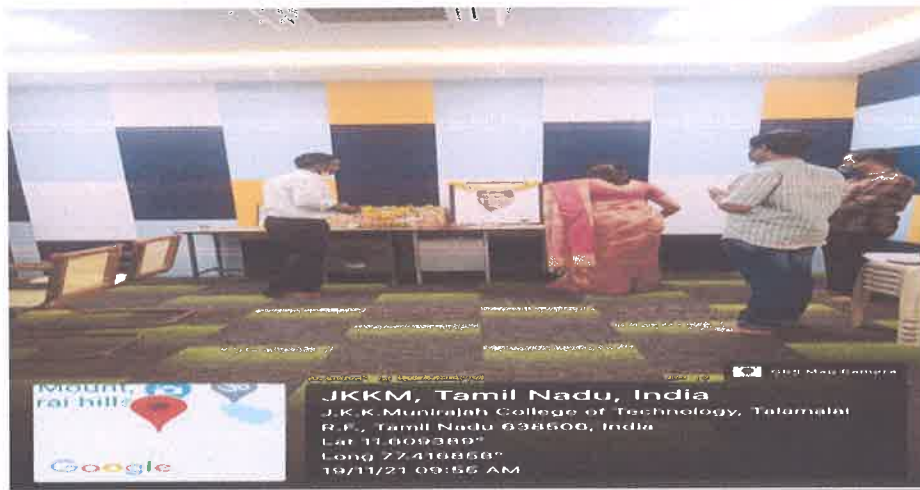
T.N. Palayam - 638 506, Gobi TK, Erode Dt, Tamil Nadu.



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Mrs.KasthuripriyaKirupakarmurali, M.B.A**

Kasthuripriya Kirupakarmurali
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Vice principal explain about regarding



Principal gave speech

[Handwritten Signature]

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G.OBI T.K. - ERODE (Dt).



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FM recording and air room

Sreedh

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Gobi Taluk, Erode (D0).



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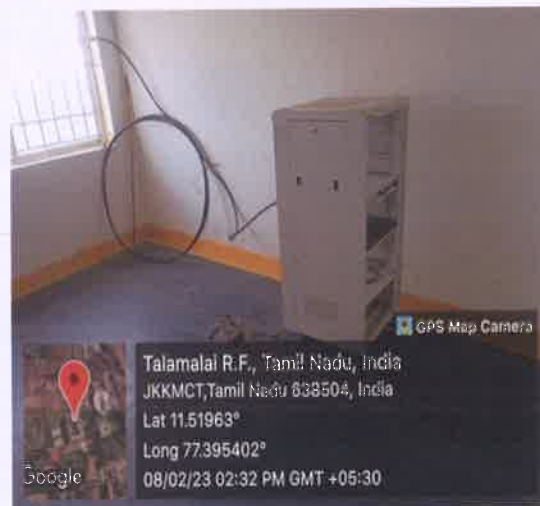
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FM recording room



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

[Signature]

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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.

PRINCIPAL

**JKK MUNIRAJAH COLLEGE
OF TECHNOLOGY**

**T.N. PALAYAM (Po)-638 506.
GOBI (TK), ERODE (Dt).**



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

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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