



**TARANG  
RADIO LAUNCH**

**Naipunnya**<sup>®</sup>

To reach the unreachable

**Date of event: 30/10/2023**

**Faculty in-charge: Nina Ann Mathew, Dr. Purnima S Kumar**




## REPORT

Campus radio stations can be found on college and university campuses around the world, and they play an important role in fostering creativity, expression, and a sense of community among students and local residents. They also offer valuable training and learning opportunities for students pursuing careers in media, journalism, and broadcasting. College students are provided with information about local news and events while informing communities about campus happenings through this radio. Many campus radio stations are run by student volunteers who gain hands-on experience in broadcasting, journalism, music programming, and other aspects of radio production. Faculty or staff advisors may provide guidance, but students play a central role in the station operations. Campus radio stations often offer a wide range of programming, including music shows, news and talk programs, and specialty shows that cater to various interests, such as niche music genres, cultural discussions, and community events. Campus radio stations are known for promoting local and independent music artists. They often provide a platform for emerging musicians to get their music heard, which can be especially valuable for the local music scene.

Naipunnya Institute of Management and Information Technology had its Campus Radio Launch called "Tarang" on October 30, 2023 at 10:45 a.m. by Radio Jockey Ms. Vijitha Viji in Navarang. The program was planned and executed by the Radio Jockeys of Nimit under the guidance of Ms. Nina Ann Mathew. During the launch, the students introduced the theme song and campus radio's name, "Taal 20.23". The program began with a prayer song by the college choir and a welcome address by Ms. Anjana of II BCA. Fr. Paulachan, Executive Director and Principal, spoke about his long-cherished wish of having a campus radio on campus. Ms. Vijitha spoke about the life of a radio jockey. She said an RJ needs to have the exceptional ability to connect with their audience using nothing but their voice. She said your role is to entertain listeners with your incredible conversational skills and captivating sense of humor. You will also have the chance to use the mass reach of radio as a medium to bring about social change at an individual as well as a larger level. You will also dabble in multiple things, including conducting contests, interviewing guests, and helping set the playlist of songs to be played when you're on air. You might also get a chance to share news updates with social impact and other human-interest stories. You could even give out quick weather and traffic updates and promote brands. Simply put, your job is to keep your listeners engaged with the perfect balance between information and entertainment. Students had an interactive session with Ms. Vijitha; they enquired about all their doubts about radio with her. The official program concluded at 12:30 p.m., after which campus radio was played on campus.

Prepared by:



Dr. Purnima S. Kumar

HoD, PG Dept. of English

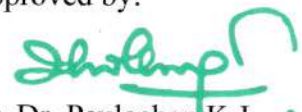
Verified by:



Dr. Purnima S. Kumar

HoD, PG Dept. of English

Approved by:



Fr. Dr. Paulachan K.J.

Principal





## BROCHURE

**TARANG**  
Venue : Navarang  
Time: 10:45am  
Date:30/10/2023  
Guest : RJ Vijitha Viji  
Coordinators:  
Dr. Purnima S Kumar  
Ms. Nina ann Mathew

NAVARANG AUDITORIUM  
Naipunnya Institute of Management and Information  
Technology

We are the  
Campus waves  
where voices  
collide and ideas  
reside!!

**"TARANG"**  
The message behind the words is  
the voice of heart. – Rumi

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INFORMATION TECHNOLOGY  
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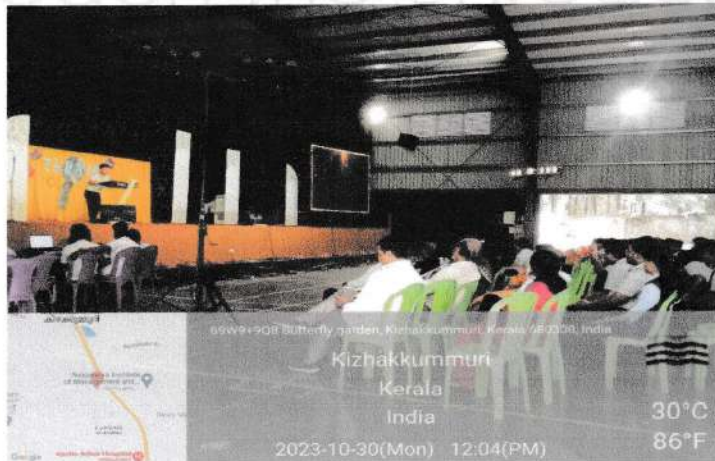
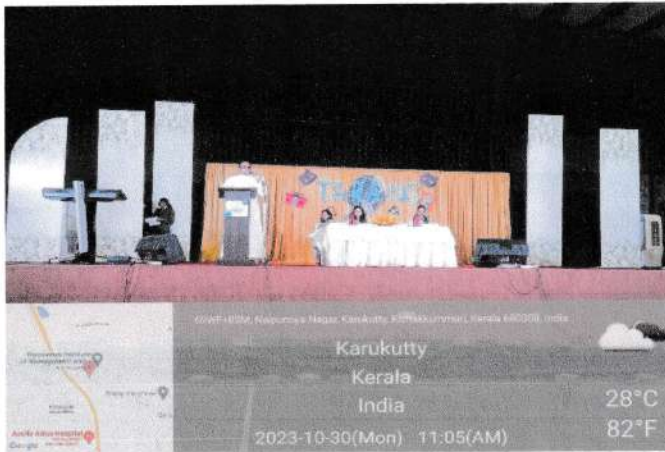
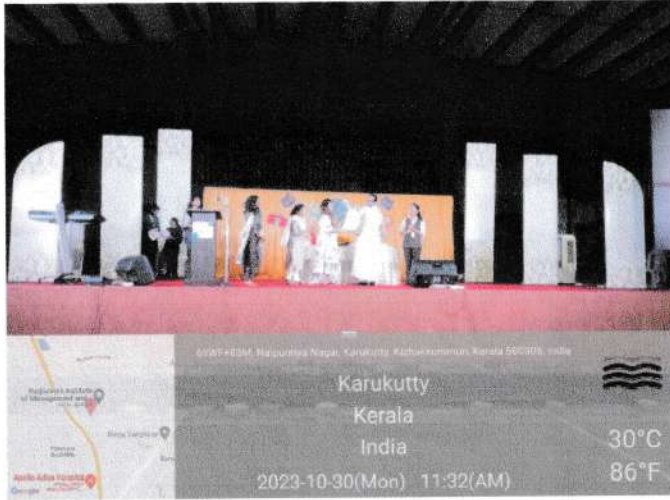
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## PHOTOGRAPHS /SCREENSHOTS



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