



## CRITERION 7 – INSTITUTIONAL VALUES

### 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

#### MAHENDRA FM COMMUNITY RADIO 90.4





## INSTITUTIONAL DISTINCTIVENESS - 2022

### MAHENDRA FM COMMUNITY RADIO STATION 90.4 MHZ

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## VISION

To bring the people together, developing interests and communities, sharing local news, stories, and events, and playing great music.

## MISSION

To provide high-quality programming to the local community by informing, educating, enlightening and awakening the people in order to uplift their social, psychological and physical well-being.

## OBJECTIVE

The main objective of the Community Radio is to provide a stronger program for adolescents and youth in rural areas and to strengthen its connection with the community. To promote education, health, hygienic, the environment, and career opportunities within the community. Contents are presented with a positive attitude towards achieving social, cultural, and humanistic goals. Through its strong objectives, this Community Radio motivates the community to become socially active, by enhancing their potential in multiple aspects. Community radio will be a great platform for the development of the local community by bringing out their talents and to empower them with quality programmes.






## Mahendra Community Radio Station Committee Members

S.NO	Name of the Staff	Designation	Role
1.	Dr.N.Mohanasundararaju	Principal	Station Director
2.	Dr.M.Suganthi	Professor & Head /ECE	Station In charges
3.	Dr.P.N.Palanisamy	AP/ECE	
4.	Mr.N.Kannan	Program Presenters	Program Presenters
5.	Mrs.P.Venkatalakshmi		
6.	Prof.Rajan S	AP/English	Program Committee Members
7.	Dr.S.Divya	AP/English	
8.	Dr.R.Reka	ASP/AIDS	
9.	Dr.R.Karthikeyan	AP/chemistry	
10.	Mrs.Kiruthiga	AP/IT	
11.	Mr.A.Priyesh kumar	AP/BME	Marketing Team Members
12.	Mr.S.Gopi	AP/Mech	
13.	Dr.M.S.Saravanan	ASP/EEE	
14.	Mr.C.Vinoth	AP/CSE	
15.	Mr. Noorul Ameen	AP/chemistry	



  
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## CIRCULAR

Ref. MCE/ 2022-2023/MCRS-01

01.11.2022

This is for your Kind Information that all the HOD's, Faculty Members and Students are invited for **MAHENDRA COMMUNITY RADIO 90.4** inauguration on 28.11.2022 (Monday) at our College Campus.

Time : 12.00pm to 01.00 pm

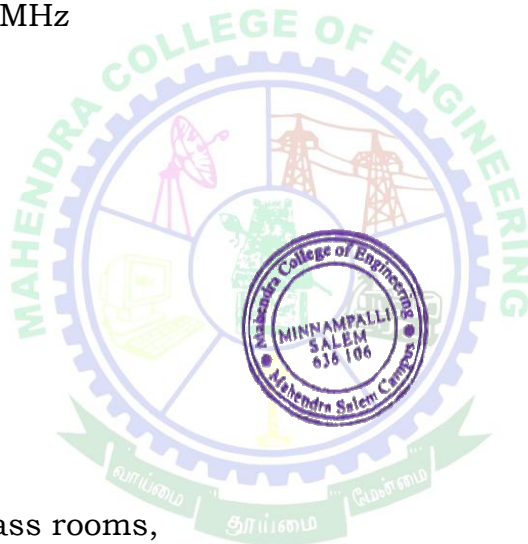
Venue : FM Radio Station (First Floor, Main Block)

Frequency : 90.4MHz

**Copy submitted to:**  
The Managing Director,

**Copy to:**

All the Heads,  
IQAC,  
To read in all class rooms,  
A.O,  
Files,  
All Notice Boards.



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## Mahendra FM 90.4

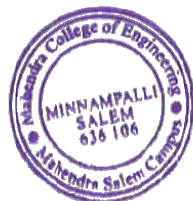
### INTRODUCTION

Mahendra Community radio broadcasts aim to help in **promoting values and morals**, access to education, information on economic and social justice.

Besides providing information, education and entertainment, Mahendra FM local radio station aims to **disseminate information relating to government policies and programmes extensively** and motivates the local people to participate in the national endeavor for integrated development of the country.

### Mahendra FM Radio 90.4 – Content

S.No	Programme Title	Description
1.	Prayer Songs	Spread positive vibes
2.	Nalamudan Vazha	Health programme
3.	Kanavu neejamagum	Career guidance
4.	Tamizhum Thamizhar panpadum	Tamil Culture & Heritage
5.	Naamum Namadu Desamum	Social Harmony & National Unity
6.	Vazhviyal Thirangal	Life Skills Education Programme
7.	Oor Sutralam Vanga	Tourism & Places
8.	Thai Sai Nalam	Health Programme for Women & Child
9.	Keetpoom Karpoom	Learning through Radio
10.	Indraya Sindhanai	Thought for the Day
11.	Varalatrul Indru	History of the Day
12.	Ariviyal Thoguppu	Science Programme

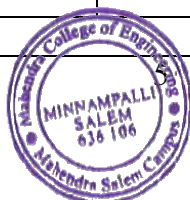




S.No	Name of RF Equipments	Status	Amount in Rs.
1.	FM Transmitter, 50 W	Purchased	1,65,200
2.	2 Bay, vertically polarized Hi Gain (5.5 dB) VHF Antenna made of Copper	Purchased	1,16,820
3.	½” Low Loss Foam Dielectric RF Feeder Cable of Length 40 Meter, inner & outer conductors of copper	Purchased	33,630
4.	30 Mt. high Self Supported Galvanized Steel Tower	Constructed	4,48,400
5.	Hoisting of Antenna with feeder cable	Hoisted	47,200
<b>Total</b>			<b>8,11,250</b>

### Details of Studio Equipments

S.No	Name of Studio Equipments	Status	Amount in Rs.
1.	12 Channel Stereo Audio mixing Console with USB input and with built-in SPX digital effects	Purchased	28,025
2.	Dynamic Cardioid Microphone		13,275
3.	Adjustable Mic Suspension Boom		1,062
4.	Mic Stand Table Top		2,549
5.	Mic Stand floor standing Tall size		3,068
6.	Mic Stand floor standing medium size		2,124
7.	Studio Monitor		23,600
8.	Headphone		8,555
9.	Headphone Amplifier		4,071
10.	Telephone Hybrid (Phone in Equipment)		39,530
11.	Field Sound Recorder with accessories		10,089
12.	Microphone cable		4,897
13.	On Air Automation, Editing & Logging Softwares along with Installation, Configuration and Training.		53,100
14.	On Air Studio Lamp		10,384
16.	Connectors/ Mounting Hardware and Wiring, Installation, Testing Commissioning of Studio equipment.		59,000
<b>Total</b>			<b>2,63,329</b>



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## MAHENDRA COMMUNITY FM RADIO STATION 90.4MHZ

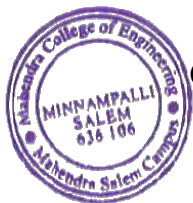
### OUTCOME OF MORNING SCHEDULE

#### MORNING SCHEDULE

S.NO	PROGRAM TIMING	PROGRAMME	OUTCOME
1.	07.30am to 08.00am	Prayer Songs	Spread positive vibes
2.	08.00am to 08.03am	Morning News Bulletin	Updation of general knowledge
3.	8.03am to 09.00am	Thagaval Kalanjiyam (Today's History)	Development of Transferrable skills
4.	09.00am to 09.03am	Morning News Bulletin	Updation of general knowledge
5.	09.03am to 10.00am	Palsuvai Neram (Health Awareness)	Very much useful to students and nearby rural people
6.	10.00am to 10.03am	Morning News Bulletin	Updation of general knowledge
7.	10.03am to 11.00am	Palsuvai Neram ( Story Time)	Reduce the stress
8.	11.00am to 11.03am	Morning News Bulletin	Updation of general knowledge
9.	11.03am to 12.00pm	Theyrinthu kolvoma (Science and Technology)	Communicate more easily with others
10.	12.00pm to 12.05pm	Afternoon News Bulletin	Updation of general knowledge

#### EVENING SCHEDULE

S.NO	PROGRAM TIMING	PROGRAMME	OUTCOME
1.	04.00PM-08.00pm	Retransmission	Morning schedule follows







In the morning session we conduct so many programs nearly 10. Some of them are, Thagaval kalanjiyam, morning news, today's thinking, today's history then give life to feeding agriculture.

### **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 Mahendra Community Radio Station 90.4 MHZ.

### **Today's Thought**

We need a daily input of new ideas, knowledge and experience 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.

### **Health Awareness**

To inform and educate the community about their certain health issues and to create awareness about the available wellness resources. Also, to help listeners and their close ones choose a lifestyle that beat down unhealthy ambiance to share the sufficient information upon health.

Health awareness Programme consisting of interactive sessions, man-to-man discussion and imparting of information can increase the awareness of people in the many parts rural parts of the care.



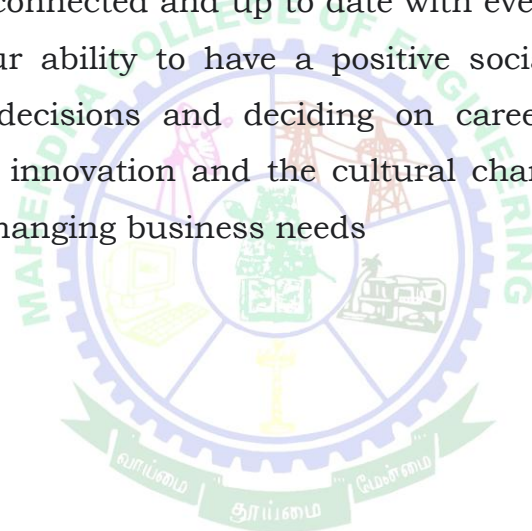



## Awareness Programme to Farmer and Agriculture

We create awareness to the Farmers by effectively providing appropriate policies and legal framework that will guide their development. Also Through these Awareness programme Guidelines will be provided to increase production and productivity of agricultural commodities and enterprises. Government Schemes for the Farmers will also be informed through our Awareness Programmes.

### Therinthu Kolvom

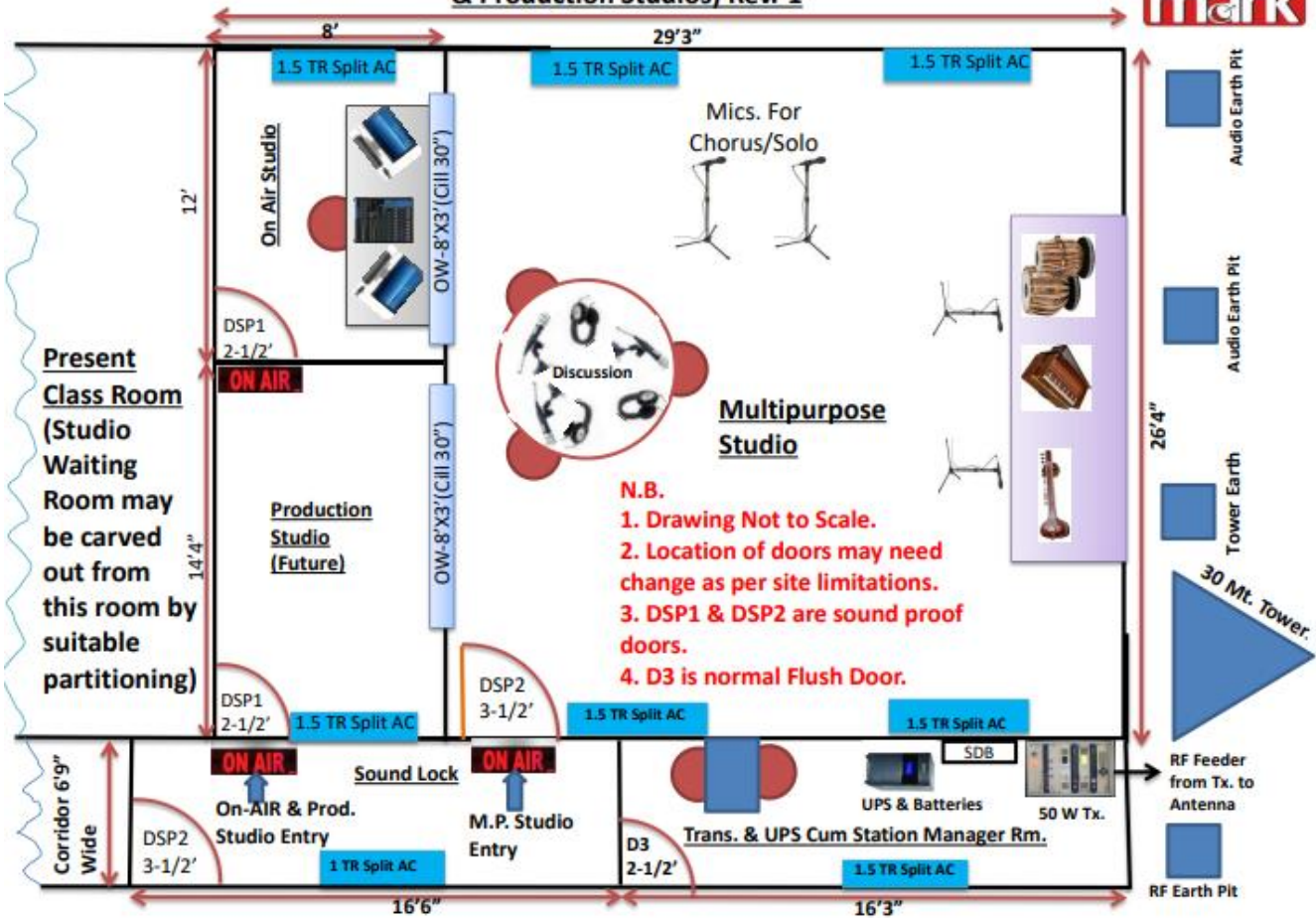
The programme covers about health, education, social well-being and cultural spheres of life are being. Through this programme General knowledge will improve and it helps to keep us connected and up to date with every part of the world. Aside from that, it aids in our ability to have a positive social impact. It also aids in making important life decisions and deciding on career options. It also allows individuals to stimulate innovation and the cultural changes needed to evolve the organization and meet changing business needs



  
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## Mahendra Community FM 90.4 Studio Layout

MCE, Salem CRS Studio Layout on First Floor suggested by Mark (with separate On-Air & Production Studios) Rev.-1



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## Inaugural Flex

**MAHENDRA**  
EDUCATIONAL INSTITUTIONS  
Salem & Namakkal Districts

**45**  
YEARS OF  
EXCELLENCE IN EDUCATION

## INAUGURATION OF COMMUNITY RADIO

The station will be inaugurated, on the 28<sup>th</sup> November 2022 -  
Monday, at 12.00 noon in

### MAHENDRA COLLEGE OF ENGINEERING

Salem Campus,

by

**RJ VIGNESH**  
Actor, Anchor, Radio Jockey & YouTuber.

in the presence of

**Er RAKESH CHANDER BHATNAGAR** IBES, FIETE, FBES(I).  
Former Addl. Director General,  
All India Radio and Doordarshan and  
VP, Mark Integration and Technology Solutions, Delhi

**90.4 MAHENDRA FM**  
COMMUNITY RADIO

*the only community radio in  
Salem district  
by an educational institution*



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Inaugural Function Stage



Dignitaries on the Stage Rising up for National Anthem

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## Report on the Launch of Community FM Radio 90.4 MHz

The launch of the Community FM Radio 90.4 MHz station took place on the 28<sup>th</sup> of November 2022 in Mahendra College Engineering, Minnampalli, Salem in a very grand manner. Mahendra College of Engineering is the only private Engineering College to have such a Community FM Radio station in its premises. Mahendra Educational Institutions under the Leadership of Thirumigu. M.G. Bharat Kumar the founder and chairman has been doing immense service to the society through it's various educational institutions like schools, arts and science colleges, polytechnic College , Engineering Colleges , Nursing College , Physiotherapy College and Allied Health science courses . Now the management is moving on to the next level in fulfilling its commitment for the cause of education , agriculture, environment and the service to the society by taking technology in its hands as a tool for accelerating it's service and expanding its reach. After a consistent effort for more than 10 years, the management, at last, has succeeded in installing a first class FM Radio Station in Mahendra College of Engineering for the above purpose. The prime motive of launching this community radio is to create a society which is well informed and educated, improved in their thoughts and culture and fulfil their cultural and social needs with their local flavour and interests ,making them the important participants of the programs and regular activities of the FM radio station 90.4MHz.

Initially the launching of Mahendra Community Radio station 90.4MHz took place with ribbon cutting ceremony by Rakesh Chandar Bhatnagar(Former Additional Director Genaral, All India Radio and Doordarshan and VicePresident of Mark Integration and the Technology Solutions ,New Delhi & Actor, anchor, Radio Jokey and You Tuber, RJ Vignesh took part in the ceremony. After this launching ceremony the chief guests, the Principal, Heads of of various departments, faculty members and students gathered in the auditorium. The program started with the singing of Tamizh Thai valzthu. The principal Dr.N.Mohana Sundara Raju welcomed the gathering. The high profile chief guest Er.Bhatnagar gave his guest of honour address.





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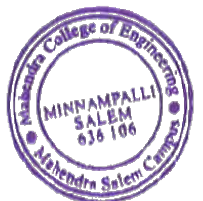
The Chief guest Mr.RJ.Vignesh interacted with the students and entertained them by sharing his experience towards attaining success in life in his unique way. The vote of thanks was proposed by Dr.M.Suganthi Prof & HoD /ECE The function came to a fine close after singing National Anthem.



Principal Sir Presenting Memento to the Chief Guest



Chief Guest Introducing Frequency of Mahendra FM Community Radio



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**Chief Guest Inaugurating FM Community Radio**



**Chief Guest Giving Speech during Inauguration Day**





**RJ gives speech in air room**



**FM recording Room**

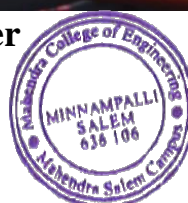




FM recording and air room



FM Transmitter



*Principal*  
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**FM Broadcasting Equipments**



**FM Station**



  
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**Mahendra FM CRS Tower lay at College Campus**



**FM Studio Equipment**







**Community Radio Recording Software**




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## SUMMARY

- Promote the development and distribution of non-commercial content and services that are of high quality, non-commercial, and that focus on issues related to the environment, agriculture, social relevance, health care, self-motivation, personality development, career guidance, school education, and folk music.
- Deliver high-quality educational content and services to parents, caregivers, teachers, and students in all settings. Build partnerships at the local and state levels to promote education.
- In the morning session we conduct nearly fourteen programs, which was helpful to our students & Rural peoples.
- Our students are eagerly participating many events in our FM station.
- We give Exam tips & health tips to the students.



  
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