

Institutional Distinctiveness







TRANSFORMATION FROM "I" TO "WE": TOWARDS DEVELOPMENT OF THE CONSCIENCE OF SOCIAL RESPONSIBILITY

It has often been said that "Without knowledge there is no salvation". To fullfil its vision and achieve its Mission, Vijaygarh Jyotish Ray College shoulders the responsibility not only to impart academic education but also to escalate self-confidence, self-reliance and self-respect among its students. It also responsibly inculcates human, moral and ethical values among its students by sustained community engagements. This is a distinct characteristic of the Institute. A wide range of outreach activities have been organized by the Institution through NCC, NSS and different NGOs with whom the Institution has collaborated. Following activities have been conducted by NCC, NSS and the collaborators Garia Sahamarmi Society and Anandapally Nivedita Academy.

NCC reports of last five years:

2017-18: https://www.vijaygarhjrcollege.com/pages.php?pid=b1d10e7bafa4421218a51b1e1f1b0ba2

2018-19: https://www.vijaygarhjrcollege.com/pages.php?pid=ec8956637a99787bd197eacd77acce5e

2019-20: https://www.vijaygarhjrcollege.com/pages.php?pid=6f3ef77ac0e3619e98159e9b6febf557

2020-21: https://www.vijaygarhjrcollege.com/pages.php?pid=eb163727917cbba1eea208541a643e74

2021-22: https://www.vijaygarhjrcollege.com/pages.php?pid=1534b76d325a8f591b52d302e7181331

NSS reports of last five years:

2017-18: https://www.vijaygarhjrcollege.com/pages.php?pid=e96ed478dab8595a7dbda4cbcbee168f

2018-19: https://www.vijaygarhjrcollege.com/pages.php?pid=6974ce5ac660610b44d9b9fed0ff9548

2019-20: https://www.vijaygarhjrcollege.com/pages.php?pid=c0e190d8267e36708f955d7ab048990d

2020-21: https://www.vijaygarhjrcollege.com/pages.php?pid=ec8ce6abb3e952a85b8551ba726a1227

2021-22: https://www.vijaygarhjrcollege.com/pages.php?pid=060ad92489947d410d897474079c1477

Outreach activity reports

2017-18:

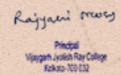
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https://www.vijaygarhjrcollege.com/pages.php?pid=45fbc6d3e05ebd93369ce542e8f2322d&m=Academics 2021-22:

https://www.vijaygarhjrcollege.com/pages.php?pid=63dc7ed1010d3c3b8269faf0ba7491d4&m=Academics





It had been felt by the Institution that to achieve the goal of fulfilling social responsibilities, contributions made only by NCC, NSS and other cells and committees were not enough and adequate. The Institution wanted to reach to the remote places of not only in the state of West Bengal, but to various places of the nation and eventually to the global arena. The Institute was trying to find out some exclusive ways which would enable it to reach out to the society as a whole. It wanted to disseminate knowledge and information not only to its students but also to the general masses of the larger society. COVID pandemic in 2020 expedited the necessity of finding out ways to reach its students as well as to the society thus making the college different from others. The result of this pursuit is RADIO KOLKATA, the unique characteristic of Vijaygarh Jyotish Ray College.

Radio Kolkata: Our Exclusive way of Communication and Knowledge Sharing

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Due to covid-19, it was difficult to reach to the students physically and we were compelled to communicate through online media. To upgrade into a new horizon to reach our students, teachers as well as community, locally and globally, Vijaygarh Jyotish Ray College has taken a prodigious step towards a special mode of communication, i.e., via internet radio, and established its own Internet Radio Station: Radio Kolkata.

Radio Kolkata: The element that makes Vijaygarh Jyotish Ray College unique among others is that this College has its own Internet Radio Station "Radio Kolkata", which makes Vijaygarh Jyotish Ray College the first of its kind in India.

In the pandemic situation and during intermittent lockdowns, students were unable to reach College and vice versa. In this era of the internet, phone, and computer, students of Vijaygarh Jyotish Ray College were able to enjoy their education through online media but to impart some refreshment in this pandemic gloom, radio is one of the best options for education, entertainment, refreshment, information, and community reach as well. With this vision, Radio Kolkata was conceptualized and it finally came into existence on the occasion of Foundation Day of VJRC (2nd November 2021) with a GB resolution. The Radiokolkata.org (Radiokolkata) domain was purchased by the institution. The main objectives of Radio Kolkata are Information, Education and Entertainment where a participatory model is followed so that anyone, be it our students, teachers, nonteaching staff, their friends and family, people outside in the community can show and indulge their talent and hobby. The studio facility was established before the pandemic hit. Focusing on the Prime Minister's vision of Young Entrepreneurship, the studio is being improved to nurture young talents by exposing them to the handson work of media so that in the future they can work as young entrepreneurs and we can transform the radio center into a Start-Up. Experts from outside are involved to train young students in different areas of radio programming such as anchoring, editing, voice over, radio broadcasting and streaming, programme promotion etc. Many young students have found jobs after training and internship from Radio Kolkata facility. The programme format

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of AIR is followed for Radio Kolkata except news. The Principal, Dr. Rajyasri Neogy is the Chief advisor and HOD, Dept. of Journalism and Mass communication, Dr. Arnab Kr. Banerjee is the Director, while the Advisory Committee consists of many eminent personalities from Doordarshan and Akashvani. In the future, it is our dream to start along with the radio, a print and web media "Kolkata Media", which will publish both Bengali and English dailies, for which we have already applied to RNI for preliminary permission.

In the 21st century, there are new paradigms shift from traditional approaches to education to network-based e-learning understandings. The integration of educational radio programs is growing significantly in all levels of education. Radio plays an important role in education. It not only informs, but also inspires human beings to learn more and more. It also includes values and virtues, creates attitudes, interests and appreciation of human life. It can cover a very wide area at the same time. The cultural programmes, talks, through broadcasts create a strong desire among the people to know each other's culture and values. Through the exclusive way of communication of Radio Kolkata we are able to reach every corner of the society as our very own inclusive approach. Radio Kolkata organizes programmes for students which include educational, entertainment, informative and cultural aspects. We organize programmes on values, gender issues, national, international and local days of importance, social issues, health awareness, agriculture, heritage, science and technology, current affairs as well as entertainment programmes on music, story, drama and children's programmes which ultimately serves as one of our inclusive and sustainable community outreach approach.

The programmes of Radio Kolkata can be divided into three broad categories-

- 1. Entertainment
- 2. Education

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3. Information

Radio Kolkata follows a participatory model, i.e. anyone can participate to show his or her talent. Following is a list of programmes mostly broadcast in Bengali language.

1. Kichu katha kichu gaan: This is basically a music programme like in FM channels.

Anybody can participate. Students can do the anchoring or learn anchoring by observing a talented anchor conduct the show. recorded original songs are not played as it is available, but we encourage the singers to sing in their own voice to promote self talent.

- 2. Sangeet samaroha ("Musically yours"): this programme is dedicated to promote band songs by new talents.
- 3. Virtual Classroom: This is a syllabus based educational programme mainly targeted to school, college and university students. school students are focused as they are soon going to enter higher Raiyaut Programme mainly targeted to school,



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education. School, college, university teachers share their expertise on different subjects, students can even mail their queries after the programme. Also the recordings are available for later.

- 4. Jiggasa: this is a science and technology related informative programme. Eminent scientists, science communicators, science reporters join this programme to share information about new discoveries, science and technology news, new areas in science etc, with science day, earth day, environment day being a major focus.
- 5. Chasbash: Experts from universities, agricultural institutes share their knowledge about plants, agriculture, pisciculture, horticulture, epiculture, gardening, soil, water with us through this programme. This programme benefits only our students but it has a huge impact on society as most of our students and their families are from villages of Sundarban area where agriculture is the mainsource of livelihood. We make this programme more entertaining by adding a few "Baul gaan" and "Tarja gaan inbetween.
 - 6. Angana: A radio programme exclusively dedicated to women. This programme focus son social, economic, health, security, empowerment etc issues are discussed along with success stories of notable women achievers in our country.
 - 7. Aitijya (Heritage): This programme is focused on the rich educational, cultural and technological heritage of India as well as West Bengal. programmes like "Patachitra, Putul naach, Shari gaan are included.
 - 8. Drama programme: Students make audible drama from established/ known stories or they can make the drama based on stories written by themselves.
 - 9. Kathay kathay: Interview programme with can make stories written by themselves and read on the radio platform.
 - 10. Golpe golpe: Students can read stories from established/known stories or they renowned notable persons from different fields conducted by students.
 - 11. Swasther sathi: Doctors from different fields give their expert advise or discuss about a disease in this programme. We also collect feedback from our audiences.
 - 12. Ramdhanu, Chhutir adda: Children's Programme where experts from outside can anchor the programme or children themselves can manage the programme.
- 13. Rakamari: A travel based infotainment programme where our students can share their travel experiences and details of the destination with the audiences.

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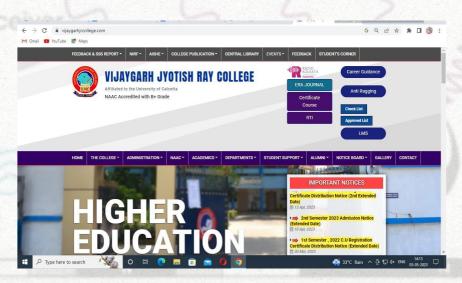
- 14. Ei somoye: Students read columns from current news paper except political news.
- 15. Shikshangan: Educationalists give expert advice on subjects before important examinations.
- 16. *Special programme*: Our students cover and make short reports on current events (except political affairs) like Durga puja, Christmas, Book fair and other festivals and share the event details on Radio Kolkata.

Radio Kolkata link in the Institutional website:

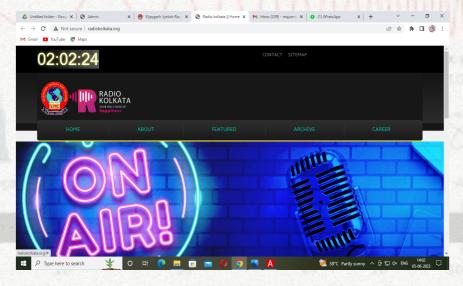
https://www.vijaygarhjrcollege.com/

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RADIO KOLKATA TAB SHOWN IN THE INSTITUTIONAL WEBSITE



http://radiokolkata.org/

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GB resolution of Radio Kolkata:

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Phone: 2412-4082

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VIJAYGARH JYOTISH RAY COLLEGE

(Affiliated to The University of Calcutta)
8/2, BEJOYGARH, JADAVPUR, KOLKATA - 700 032
ACCREDITED BY THE NAAC - B+ Grade.

Ref. No.....

Date.....

Extract of GB meeting held on 30.10.2021

Misc xi) b) To consider the initiation of Media Centre: Principal proposed that a media centre may be started for different activities such as a) Publishing of e-journal b) Tabloid c) News Portal etc. The convenor may be Dr. Arnab kr. Banerjee, HOD, Department of Journalism & Mass Communication. Also an Internet Radio will be started named RadioKolkata.org. The inauguration is proposed on 2/11/2021, the foundation day of the college. Principal reports another proposal by IQAC that this internet radio will serve in a very broad aspect. It may be the uniqueness of the institution. It may be used to showcase talent of students, teachers & staff. It may be a strong weapon for community awareness, student awareness as a whole. It will strengthen the relationship of Vijaygarh Jyotish Ray College with the rest of the world. Through this radio, Vijayagrh Jyotish Ray College can reach every corner of the country. The initial expenditure related to this will be borne by the college under extracurricular activities. The estimated expenditure may be around to 30 to 35 thousand per month including technical expenditure, academic expenditure, server charges and promotional expenditure. The chief advisor and director initially are Dr. Rajyasri Neogy (Principal), and Dr. Arnab Banerjee respectively & members are Dr. Prasenjit DaS, Dr. Sampa Debrath, Dr. Mrinal Birbanshi, Soma MaJumder, Bakul Srimany and Dr. Avijit Das.



Principal
Vijaygurh Jyotish Ras Golego
Kolkata -700 652

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1. Initial Analytics Report of Radio Kolkata:

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Analytics Report

Contains Traffic Report from Google Analytics, Google Search Console & Website Hit Counter

> Prepared by Sayantani Banerjee Digital Marketing Executive

General Overview of Radio Kolkata



http://radiokolkata.org/

Vijaygarh Jyotish Ray College, which is affiliated with the University of Calcutta, is the broadcaster of Radio Kolkata which was launched on 2nd November 2021.

Radio Kolkata is a channel for the youth. This channel aims to serve the community and, a more accessible platform for aspiring artists to showcase their talents on a worldwide scale. The students and youths of our community are prospected to get a world wide recognition through our radio station, Radio Kolkata.

Talk shows with music, lifestyle programmes, career counselling programmes with educationists, film shows with your favourite celebrities, fascinating radio plays, and other speciality programmes are all part of Radio Kolkata's diverse mix of education and entertainment.

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Traffic Report (Google Analytics)

Metrics we have considered in this report

Session:- A session is a group of user interactions with your website that take place within a given time frame. A single session can contain multiple page views, events, social interactions, and ecommerce transactions. A single user can open multiple sessions.

User:- A user is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a **new or returning user**. Google Analytics differentiates between new and returning users based on visitors' browser cookies.

Pageviews:- A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

Bounce Rate:- The percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server. As a rule of thumb, a bounce rate in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.

Traffic Report (Google Analytics)

Date range: 22nd December, 2021 – 6th January, 2022

City wise visits to Radio Kolkata website

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City 3	Acquisition			Behavior		
	Users ⊕ ↓	New Users 💮	Sessions ?	Bounce Rate	Pages / Session ②	Avg. Session Duration (2)
	511 % of Total: 108.00% (511)	511 % of Total: 100.00% (511)	978 % of Yotal: 100.00% (978)	56.65% Avg for View: 56.65% (0.00%)	6.36 Avg for View: 5.35 (0.00%)	00:05:17 Arg for View: 00:05:17 (0:00%
1. Kolkata	363 (67.22%)	356 (69.67%)	698 (71.37%)	56.45%	6.71	00:05:2
2. (not set)	50 (9.26%)	45 (8.81%)	78 (7.90%)	61.54%	2.45	00:03:3
3. Chennai	22 (4,07%)	17 (3.33%)	34 (3.48%)	47.06%	21.71	00:06:5
4. Howrah	15 (2.78%)	15 (2.94%)	24 (2.45%)	58.33%	2.25	00:03:0
5. Bengaluru	13 (2.41%)	12 (2.35%)	26 (2.66%)	46.15%	2.92	00:03:2
6. Siliguri	11 (2.04%)	10 (1,96%)	17 (1.74%)	52.94%	14.06	00:23:4
7. Mumbai	7 (1.30%)	7 (1.37%)	14 (1.43%)	57.14%	2.57	00:06:5
8. Kharagpur	7 (1.30%)	5 (0.98%)	8 (0.82%)	87.50%	1.25	00:02:1
9. Durgapur	7 (1.30%)	7 (1,37%)	13 (1.33%)	61.54%	2.15	00:05:5
IO. Burdwan	5 (0.93%)	4 (0.78%)	5 (0.51%)	60.00%	2.40	00:00:1

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Traffic Report (Google Analytics)

Date range: 22nd December, 2021 – 6th January, 2022

City wise visits to Radio Kolkata website

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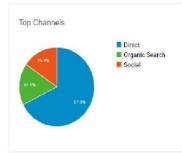
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11. Puns	2 (6.54%)	7 (0.10%)	4 (0.4%)	25.00%	2.50	00.64.51	31
12 Chiesaran	3 (0.56%)	3 (0.195)	7 (0.72%)	71.435	1.57	00.09.09	14.
18 Hemburg	2 (0.27%)	9 (828%)	2 (0.20%)	50.00%	8.00	00:01:45	33.
14 Rotherham	2 (0.07%)	2 (0.29%)	3 (0.3%)	39.33%	4.30	00:00:53	16
15. Palma	2 (6374)	2 (0.195)	4 (0.4%)	25.00%	1.28	00.01.52	38
16 Colesella	2 (837%)	2 (0.10%)	2 (0.10%)	100.004	1.66	00.00.00	25.
17. DelN	2 (1371)	2 (1.79)	2 (0.20%)	550,09%	8.00	00.00.15	39
18. Kalma	2 (837%)	2 (1.195)	4 (0.4%)	75.005	2.25	00 00 00	10
19. Toronto	1 (6795)	3 (8.10%)	1 (0.05)	1000,00%	1.00	00.00.00	
20. Bortin	1 (6.19%)	5 (5.25%)	1 (0.0%)	100.00%	1.00	00:00:00	
21. London	1 (8.1910	7 (0.294)	3 (0.10%)	0.00%	2.40	00:20:09	
22. Westian	1 (0.190)	3 (0.10%)	3 (0.105)	0.00%	2.00	00.11.30	
23. Hyderabed	1 (8796)	9 (0.10%)	1 (0.0%)	100.00%	1.00	00:00:00	
24 Vjayowada	1 (8.79%)	0 (0.10%)	3 (0.57%)	38.33%	6.88	00.01:22	
25 Ahmedshad	1 (8790)	7 (2.10%)	7 (8.10%)	0.00%	4.00	00:82:07	
28 durpon	1 (6795)	Y (0.20%)	3 (0.0%)	0.00%	8.67	00.001.04	
27. Colimbation	1 (0.79%)	0 (0.10%)	5 (0.10%)	100.00%	1.00	00:00:00	
28 Endpearler Township	1 (8790)	3 (0.10%)	7 (0.10%)	100.00%	1.00	00:00:00	
29. Impiral	1 (6196)	7 (610)	2 (6.28%)	50.00%	4.00	00.01.20	
30. Ag/s	1 (8.79%)	7 (0.10%)	1 (0.10%)	1000.00%	1.00	00:00:00	

Traffic Report (Google Analytics)

Date range: 22nd December, 2021 – 6th January, 2022

Acquisition Overview: Source of Traffic

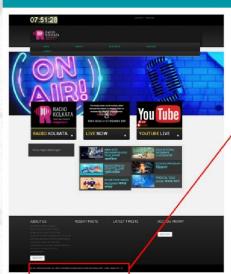


	Acquisition			Behavior		
	Users &	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	511	511	978	56.65%	6.36	00:05:17
1 Direct	352			55.73%		
2 Crganic Search	89			48.95%		
3 Social	80			80.00%		

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Traffic Report (Website Hit Counter)



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Date range: 2nd November, 2021 – 6th January, 2022 Total Hit Count = 16,192

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- * Daily hit count is registered from 0:00:01 12:00:00
- * This screenshot was taken on 7^{th} January, 2022 at 7:45 am. Till then the daily hit count for 7^{th} January, 2022 was registered as 47.

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2. Purchase receipt of <u>Radiokolkata.org</u> domain by VJRC and authentication documents:

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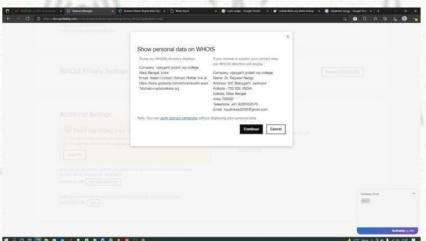
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	Subtotal	₹1,498.00
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Vijaygarh Jyotish Ray College Kolkata-700 032





https://in.godaddy.com/whois/results.aspx?domain=radiokolkata.org

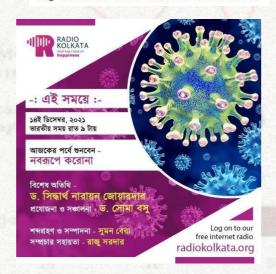
3. Flyers of programmes:

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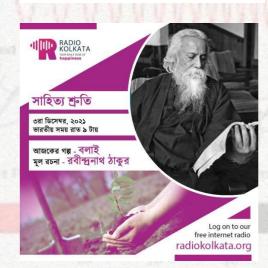
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Log on to our internet radio: radiokolkata.org







Log on to our internet radio: radiokolkata.org







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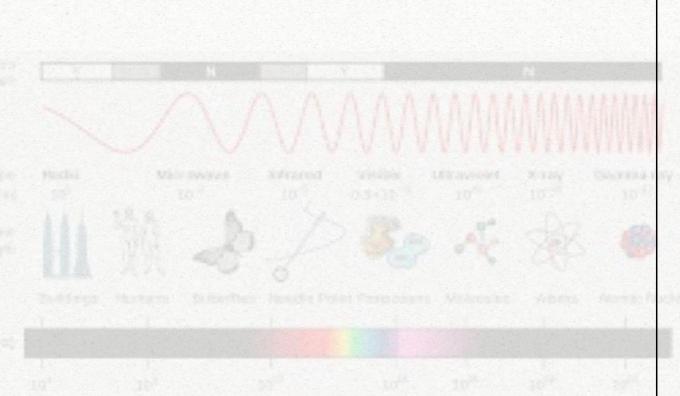
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4. Application letters to RNI for permission on Kolkata Media:

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APPLICATION FOR TITLE VERIFICATION (Pot Schemistica to Screening authority concerned in the Chyf District to DMSDMCMM/MMDECP sto.) Note: (Kindy sifts and and signature of Screening authority on each page aspectedly) (Overwriting Culting Biblings and one of white fluid is not permissible in the application.) PRINT CODE NUMBER: 2019119932 OWNERSHIP CATEGORY NAME OF THE OWNER OF THE PROPOSED TITLE IN ENGLESIPHEND NAME OF APPLICANT IN ENGLISHIG INDIVIDUAL OR PETESON AUTHORIZED BY NON-INDIVIDUAL EXTITY) PRINT CODE NUMBER: ARNAB KUMAR BANERALE / white game artist art

PAN CARD NO- ALREB 4373R

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APPLICATION FOR TITLE VERIFICATION

FM Tower

M Tower

Universal

2 2 2



ARNAB KUMAR BANERJEE ANTE STIR

NAME OF THE OWNER OF THE PROPOSED TITLE IN ENGLISH HINDI

DATE OF BERTH OF APPLICANT WHETHER OWNER HAS ANY FORI INVESTMENT IN THE BUSINESS?

COMPLETE ADDRESS OF THE APPLICANT COMPLETE ADDRESS OF THE OWNER

COMPLETE ADDRESS OF PLACE OF PUBLICATION

PHOTO LD. PROOF OF APPLICANT STATE OF PROPOSED PUBLICATION

PERIODICITY OF PROPOSED PUBLICATION DAILY

LIST OF THE PROPOSED TITLES IN ORDER OF PREFERENCE NOTE:- RNI DOES NOT OWN RESPONSIBILITY FOR REJECTION DUE TO SPELLING ERROR

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CLASSIFICATION OF PERIODICALS

DOES THE OWNER HAS ANY TITLES PREVIOUSLY VERIFIED BY 18ND?

LIST OF TITLES VERIFIED IN THE NAME OF SAME OWNER BUT NOT REGISTERED

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