

Institutional Distinctiveness

NMAM Institute of Technology, Nitte has established a full-fledged Internet Radio Station named **RADIO NITTE**, on **13 April 2021**. The setup consists of a Sound Recording Studio and various necessary equipment for streaming and podcasting programs.

The main objective of this initiative is to provide a platform for the students to showcase their talents and to provide them hands-on experience in recording, editing and broadcasting varieties of programs of public interest. 'Radio Nitte' intends to disseminate information to listeners from across the world by airing programs related to Education, Indian Culture, Social life, Science & Technology, Agriculture, Healthcare, Rural development, etc. The Radio station will be operational between 5:00 pm and 5:30 pm on weekdays (i.e. Monday to Friday). Initially, the team had suggestions from experts to run the show for an hour every day. After due considerations, it was decided to start off the airing initially for a duration of 30 minutes on weekdays. It is a bit challenging to get students or other local people to come and perform for us. So, attracting students from different cultural or technical backgrounds has been a matter of challenge for the team. But, so far, the team has been managing successfully in streaming varieties of programs every day inspite of the limitation.

'Radio Nitte' is accessible on both Android and Apple mobiles, also on Tabs, Laptops and other computing devices through a customized App named 'RADIO NITTE'.