

Institutional Distinctiveness: Newspaper Reading Habit

The vision of our institution is to inculcate leadership qualities and confidence among students to face challenges in the changing world through holistic learning.

Newspaper is one of the communication media.

- Reading newspaper will enhance the knowledge of students which is an integral part of education.
- Newspaper reading habit should be cultivated by students to improve their language skills, vocabulary there by developing confidence while speaking.
- Newspaper provides information about general knowledge, world news, economic situation of the country, research, medicine, technology, sports, entertainment, politics, business, current affairs, share market, advertisements, films, fashion etc., for the holistic development of students.
- Newspaper reading improves concentration since an individual's visual and mental focus is required.
- Newspaper reading habit will improve writing skills and enable the student to face regular as well competitive examinations with confidence.
- News paper is easily accessible and affordable.

To achieve this, our Institution promoted news paper reading habit on a priority basis for students. In this regard, our college made an agreement dated 6 Sep 2019 with the TOI for 'TOIC' (Times of India in campus subscription). In response to the proposal from The Printers, Mysore Deccan Herald's special programme for colleges, our Institution made an accord for subscription dated 21 Aug 2019. Around 450 students subscribed for the above mentioned newspapers.

TOI :

92 student subscribers from BA, B.Com and BBA with 4 Teachers visited Times of India Office (Subsidiary of Times Group), Bommasandra, Electronic City on 7th November 2019.

Mr. Ajith, Production Manager, explained the functioning of TOI with special mentioning of materials which are essential for the quality production of papers. He unfolded the various technologies and hardships that have helped TOI to launch nearly 130 innovations in the field of communications over the past 10 years. International and National awards received by TOI for the past 14 years in recognition to their service to the society were also displayed to the visitors.

Times of India conducted a workshop “**Stay ahead with times**” on 28th February 2020 at 2.00 PM in BSN Hall. Mr. Krishnan, Deputy General Manager, Times Group addressed the students regarding *3 E's; Enlightenment, Empowerment, Edge* and motivated them to read newspapers to stay ahead with times. He elaborated on ‘Times Techies’-a page that helps to manage cloud and robotic process automation (RPA), artificial intelligence (AI), internet-of-things (IoT), blockchain and a new website “eticampus.in” that enable the readers to browse for the data related to any topic and publish the articles written by the students. TOI also distributed the bags to the subscribers.

Under the aegis of the Deccan Herald Committee, ‘**Campus to Career**’ workshop was organized on 11 Feb 2020, in BSN hall, BMSCW. Mrs. Smitha Kashi from Samatvam Academy addressed the student subscribers on how news paper reading which one of the Educational tools is to develop analytical ability of the readers.

Dr. Mallikarjuna. K H., Digital Infosystem and Mrs. Sushma Kashi, Samatvam Academy, were the resource persons for the one day workshop ‘**Entrepreneurial Skills**’ held on 20 February 2020 in BSN Hall. They outlined the initiatives like internship, research, and training programs etc., which support skills and convert them to viable business.

A Press Visit was arranged by the committee to **Deccan Herald unit, Domluru**, Bengaluru on 27 February 2020. Mrs. Veena Adishesha, Dept. of Microbiology and Mrs. Mythreyi, Dept. of Physics accompanied 50 students who not only witnessed the printing of newspapers

but also the efficiency of sophisticated machines involved in such operations. The experimental approach to understanding of printing tools, quality control, time management were known from the visit.

Among many aspirants, Laxmi Bagalakoti and Ysaswini S. S., students from II BA (JPK) were selected as students reporters for 'Campus Connect', a column in LavalaVK , a supplement of Kannada daily paper 'Vijaya Karnataka' managed by Times Group. The opportunity was well utilized by the budding journalists and their reports with different by-lines on the events organized by the Institution, student's achievements in various fields, student articles, opinions on issues like GDP, CAA, Institution facilities etc., were published.

Hence newspaper reading enables holistic development of student's intellectual, creative, social, physical, emotional and spiritual potential. Regular newspaper reading supplements and reinforces the learning from other sources like class room and social media.