

**GIAN**

(Global Initiative of Academic Networks by  
Ministry of Human Resource and Development, Govt. of India )

**International Summer Course on  
Communication for Development (C4D)**

(June 06-16, 2016)

*Organized by*

**Department of Mass Communication and Journalism  
Tezpur University**

*An Initiative Supported by UNICEF, Assam*

**Course Co-ordinator- Dr. Joya Chakraborty**

**A Report  
2016**

**Tezpur University  
Tezpur-784028, Assam, India**



Head  
Deptt. of Mass Communication  
and Journalism  
Tezpur University, Tezpur 784028

## **Introduction:**

Since at least the mid-20<sup>th</sup> century, communication has been recognized as essential to human development and positive social change. Yet the way, in which its role is conceived has varied widely, shaped by government system and policy, socio-economic and cultural contexts and the agendas and funding cycles of donor agencies. Today, the field of communication for development (C4D) includes a range of approaches and strategies—from national health promotion campaigns and high-budget television soap operas to small-scale NGO and community-based initiatives and low-cost SMS communications. In some C4D programmes, communication remains essentially one-way (usually top-down); other programmes are more participatory and interactive in their approach to needs assessment, planning, design and implementation.

For governments and some international organizations, development has often been defined in macro-economic terms—measured by Gross Domestic Product (GDP), poverty levels or consumer spending. This course has challenged to situate development within a human-rights framework in areas such as education, public health, nutrition, water and sanitation, environmental protection, conflict resolution, gender equality, and the building of self-sustaining political and civil institutions. It presented C4D as a strategy that, depending on the context and need, can be applied both at the downstream (local and community) and upstream (policy and advocacy) levels.

## **Objectives of the Course:**

1. To understand key concepts and theories in the fields of communication and development, their historical origins and influence.
2. To critically analyze the role communication can play in promoting and supporting social change.
3. To examine theoretical and methodological approaches to communication for development and social change.
4. To review and critique communication strategies and campaigns to address specific social development needs.
5. To understand how the forces of economic, technological and cultural globalization are shaping the world and to assess future communication and development challenges.

## **Duration of the Course:**

From: 06 June 2016

To: 16 June 2016

## Topics/Themes covered under the Course:

- Theories of communication for development and social change – Revisiting old paradigms and introducing current perspectives
- Case studies on C4D issues in Indian context – Policy and political systems, Media and C4D in India
- Case studies on Gender, Climate change, Environment, Health & Sanitation
- Formative research and Situation analysis in C4D Strategy design and Planning for C4D intervention, Levels of intervention and role of information technology
- Designing theme based messages and dialogic communication material
- Monitoring and evaluation – setting objectives, indicators and techniques

## The Faculty of the Course:

### Prof. David Mould



*Prof. Mould*


Prof. David Mould, Scripps College of Communication, Ohio University has served at Ohio University for 30 years in different capacities, as a full-time faculty member, as Associate Director of the school, as a founding faculty member of the Global Learning Community (now the Global Leadership Center), as Director of the master's program in Communication and Development Studies, and finally (2005-2010) as Associate Dean for Research and Graduate Studies of the Scripps College of Communication. A double Fulbright Scholar in 1996 and 2011, he has worked for the past 16 years as an international media trainer and consultant, mostly in Central and Southeast Asia, for UNESCO, USAID, UNICEF, IREX, USIS, Asia-Pacific Institute for Broadcasting Development (AIBD) and Open Society Institute.

### Dr. Joya Chakraborty

Dr. Joya Chakraborty is an Assistant Professor at the Dept. of Mass Communication and Journalism, Tezpur University. She has been associated with various community media projects over the last ten years. Her research interests include ICT for Development, Cultural diversity and new media, Information and Knowledge Societies in transition, Sociology of communication technology and media, gender and ICT, Children and media participation.



*Dr. Joya Chakraborty*

  
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## Course Structure and Approach:

The course used the principles of action or discovery learning, encouraging participants to learn through investigation and discussion of case studies, scenarios and realistic problems from the field of C4D, and to share their perspectives and experiences. The facilitators made presentations on key topics in C4D, followed by guided discussions and group exercises designed to reinforce inquiry and encourage debate on theoretical, programmatic and ethical issues.

## General Note:

The GIAN summer course on Communication for Development had 32 participants of whom 10 were faculty members from various institutes like Banaras Hindu College, Osmania University, Manipur University, Central University of Orissa and 21 research scholars representing various institutes like IIT Patna, Central University of Odisha, Jharkhand Central University, Jamia Milia Islamia etc. One project staff from Tezpur University also joined the course. Participants from 13 universities were present for the summer course. The full list of participants is provided in Annexure - 1.

The inaugural ceremony of the course was organized on 6<sup>th</sup> June, 2016 at 10 am in the screening hall of the Department of Mass Communication and Journalism. The guest for the inaugural ceremony were-

- Prof. Manabendra Bhuyan, Vice- Chancellor, TU
- Prof. P J Mahanta, Dean, Humanities and Social Sciences, TU
- Prof. Sunil Kanta Behera, Professor of Eminence, MCJ, TU
- Dr. Abhijit Bora, HoD, MCJ, TU



*Prof. Mould and Prof. Behera lighting the inaugural lamp*

The formal session of the course began at 11.30 am in the morning on 6<sup>th</sup> June, 2016. The schedule of the course was as follows-

**Morning 10:00-1:00 (with break)**

**Lunch 1:00-2:30**

**Afternoon 2:30-4:30 (on all days, the facilitator held office hour, 4:30-5:30)**

The course was executed in a participatory mode where all the participants were engaged in various group exercises, presentations, and were made to think critically on various given situations. The course ended on 16<sup>th</sup> June, 2016 and on the last day the participants were asked to give a presentation on a case study of a project on use of technology and/or social

media in India for development and social change. The closing ceremony of the course started at 4.30 in the evening on the same day. The Vice-Chancellor of the university, Prof. Mihir Kanti Chaudhuri, local co-ordinator of GIAN Prof. Nayandeep Deka Baruah, Prof. Sunil Kanta Behera, Dr. Abhijit Bora and other faculty members of the department were present.

After the Vice Chancellor's speech on the occasion, participants were asked to share their experiences regarding the course as well as on their stay at the university campus. The certificates of the course were distributed by the Vice Chancellor of the University, Head of the Department and by the GIAN local coordinator.

After the completion of the course, feedback was taken from all the participants. The feedback form is attached in Annexure-2.

In the feedback form the participants have mentioned that their expectations from the course were met to a great extent. Topics like C4D models and theories, behavioural theories, participatory learning theory, information about social norms and practices, developing questionnaire for community, human development index measure, various group activities, developing a C4D model – were specifically mentioned by the participants as highly valuable for teaching and research. They also said that the facilitators of the course were very approachable and rich in knowledge. Being good speakers and friendly in nature they made the delivery interesting which helped in clarifying even the minute doubts anyone had on any topic.

## Workshop Proceedings

### Day 1: Monday, June 6

The first session started with inauguration and lighting of the lamp by the dignitaries and their views highlighting importance and structure of the course. Then it led to introductory session in which participants from different corner of the country introduced themselves and expressed the reason for their participation. Second session of first day basically dealt with presentation on the course overview, ground rules, basic concept of communication for development, history and changing paradigm and expectation of the course by the resource person. The session ended with a group activity on definition of C4D. After that participants were divided into groups and hand outs were given out to each group for next day's group activity.



*Group Activity in progress*

In the group activity, the participants were asked to analyse and formulate their own definition for communication for development (C4D). This group activity helped the participants in conceptualizing the definitions of C4D more clearly.

### Day 2: Tuesday, June 7



*Group Activity in progress*

Second day started with discussion on first day's group activity. The session progressed with presentation and lecture on measurement of human development, national statistics, millennium development goal and sustainable development goal. Participants did a group exercise on analyzing development indices.

The day ended with the screening of two videos namely- Africa for Norway (Radi-Aid) based on rights based approach to C4D (<https://www.youtube.com/watch?v=oJLqyuxm96k>) and Urban Jonsson based on right based approach to urban development (<https://www.youtube.com/watch?v=qNdj-A-AI-4S>). In the second video Urban Jonsson - Executive Director at The Owls and former regional

director of UNICEF, in the lecture outlines human rights based approach to sustainable urban development. Starting from the basic premise that 'All humans are born good', he discusses how this applies to the ongoing global efforts to achieve a sustainable urban future.

In the group activity the participants were asked to analyze the Human Development Indices of different countries based on various parameters given. After analyzing the HDI they were asked to answer the following questions-

1. What do the countries in the “Very High” and “High” development categories share in terms of indicators?
2. Assuming that improvements in life expectancy and education (expected/mean years of schooling) are usually gradual, are there factors that can move a country significantly up or down the HDI in a short period?
3. Are there any factors that could significantly impact life expectancy in the short term?
4. Does India’s ranking (130 of 188 countries) reflect what you know of the country’s recent development trends? Is there other information/data you would need to offer an assessment?
5. How well does measurement of development at the *national* level represent development realities?
6. How much do you know about how this data was collected? Were comparable methods used in every country?
7. Are there any countries, especially in the “Medium” and “Low” development categories whose ranking surprises you, and if so, why?
8. If you were to redesign the HDI, which indicators would you include or exclude?

The aim of this activity was to make the participants understand the concepts of human development and sustainable development goals. As an outcome of the activity the participants were able to critically analyze the conditions of Norway and Africa based on the approaches of communication for development (C4D).

**Day 3: Wednesday, June 8**

Day started with deeply informative presentations by Prof. Mould on socio-ecological model and social norms and practices. A participatory group exercise was carried out on social norms and practices in which participants were given a list in which they had to identify norms and practices.



**Participatory group exercise**

In the activity the participants were asked to discuss on the behaviours like - birth registration, childhood vaccination, ensuring that children complete the primary education cycle, early marriage, dowry, hand-washing, use of latrines, boiling water, adequate nutrition (protein, vitamins and minerals) for young children, planting trees on river banks to prevent

flooding, pasture management (to conserve soil and vegetation), use of insecticide-treated mosquito nets.

After the discussion the participants were asked to classify which do they consider a social norm, which a practice (or somewhere in between). Next depending on how they classify the behaviour, the participants were asked to identify how C4D can play a role in changing it, would it require a short or long-term intervention, are other resources, e.g. human, financial, material, policy, required.

The participants discussed on different norms and cultures practiced in different societies of the world and presented their views on the practices and norms of the societies. As an outcome of the assignment the participants were able to understand how different cultures existed in different societies differently across the globe.

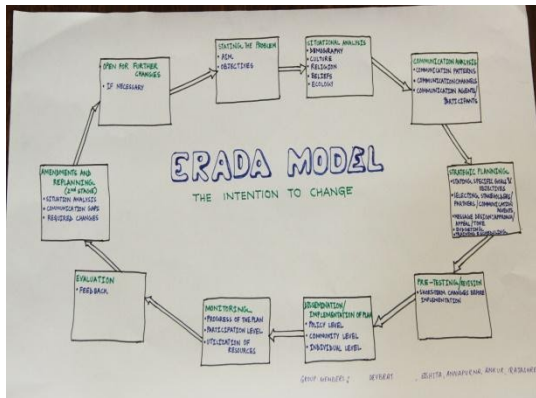
#### **Day 4: Thursday, June 9**

Day 4 started with a presentation on applying theory to C4D, summary and discussion of human motivation (Maslow's hierarchy of needs), health belief model, social convention theory, social learning theory, diffusion theory, how to do planning for communication for development, and on media capacity strengthening. In the second half, Dr. Joya Chakraborty took a session on participatory communication initiatives carried out by the Department of MCJ and the session ended with the screening of the participatory film- 'Happy After Ever'.

The session helped the participants' theoretical understanding of communication for development (C4D). Knowledge of how to implement models and theories of C4D in a practical situation was the major outcome of the session.

## Day 5: Friday, June 10

The first half of the day started with a presentation on C4D planning and logic models followed by a group exercise on analysis of planning model, selection / combination of best features from the model.



**Output of group process**

In the group exercise the participants were asked to create models of C4D by combining features from ACADA (Assessment, Communication Analysis, Design Strategy plan, Select/Determine, Action) Communication Planning Model, P Process Model, Change Planning Model, and COMBI (Communication for Behavioral Impact) Model. They were also asked to add features to the model from their own. This activity helped the participants to understand how models can be executed in the society for development and how a model can be created based on the necessities of the society.

## Day 6: Sunday, June 12

The day started with a presentation on research methods in C4D and on conducting a desk review. A group exercise was carried out on an imaginary Country scenario - Waheheland. At the end of the day Prof. Mould divided all the participants into groups for final research presentations on case studies on use of technology and/or social media in India for development and social change.



**Session in progress**

In the group exercise the participants were asked to review the country data (Geography, Population, Demographics and Ethnicity, Languages, Religion, History/Political System, Economy, Health, Education and Literacy, Media Systems/Access to Media and ICTs, child survival and nutrition) of Waheheland and asked to develop a multi-sectoral nutrition strategy into which the C4D strategy will be integrated and answer the following questions-

1. Review the country data and the statistics on malnutrition. What other information will you need to do a situation analysis and develop a C4D strategy?
2. What human and material resources (apart from donor funds) could be leveraged to address malnutrition and child survival?

3. Are there any human behaviour theories that could be applied as part of the strategy?
4. Based in the country data, what forms and channels of communication would you consider using?
5. How would you attempt to measure the effectiveness of a C4D strategy?

The session helped the participants in understanding the research methods used in the field of communication for development (C4D). The major outcome of the session was the participants learnt how to work in a group for analysing any case study related to C4D.

### **Day 7: Monday, June 13**

The 7<sup>th</sup> day of the workshop started with a reviewing of sample survey questionnaire on HIV-related sexual risk-taking and decision-making (including socio-demographic and screening questions) followed by presentation on qualitative research methods and interviews as research technique. A group exercise was conducted on designing a focus group discussion and interview guide.



*Participants during a group process*

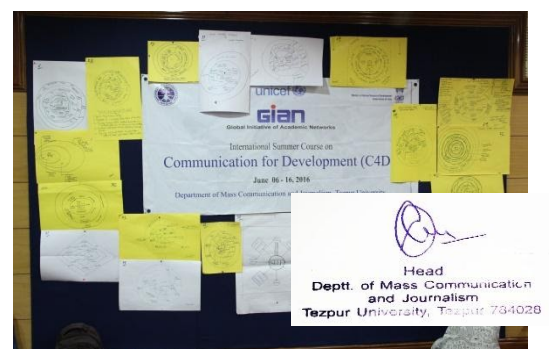
In the group activity the participants were asked to address a broad spectrum of development needs; including: maternal and child health, nutrition, water and sanitation, and agriculture, land practices and use of natural products (e.g. timber). The teams were given a task to design a C4D strategy to address knowledge, attitudes and practices (KAP) in one of the areas. The first step was to conduct a qualitative research study to learn about how people communicate with

each other, which sources of information they commonly use and consider trustworthy, and who or what influences their knowledge, attitudes and behaviours.

The session helped the participants in understanding the tools of qualitative and quantitative research. It also made them understood the technique of research like interview.

### **Day 8: Tuesday, June 14**

The day started with presentation on social marketing, and entertainment education where examples like



Sesame Street, Soul city etc. were discussed. A group exercise was carried out on the ToR of the study of knowledge, attitudes, beliefs and practices (KABP) in Kenya.

In the group exercise the participants were asked to review the ToR of UNICEF Kenya KABP and draft at least six questions for a webinar to help the participant's university decide whether to proceed with a bid or not for the project.

***Output of various group activities***

The second half of the day started with a presentation on participatory and visual research methods and ended with a group exercise on community mapping and transect walk where all the participants met 4 people from the campus and interviewed them followed by a community mapping.

The session helped the participants to learn how to make a community mapping and made them understand that in a society or a community people are connected with each other because to fulfil their needs or desires and necessities they need each other's cooperation.

**Day 9: Wednesday, June 15**



***Group discussion and learning***

Ninth day started with a lecture on C4D in emergencies and humanitarian situations. A group exercise on C4D response to natural disaster scenario in Madagascar was carried out based on a fact sheet that was provided to the participants. The day ended with presentation on social mobilization, and monitoring and evaluation.

The major outcome of the session was that the participants learnt how to manage

a disaster situation and understood that communication plays an important role in managing any disaster situation.

**Day 10: Thursday, June 16**

The last day of the workshop started with group presentations on critical case study where the groups did research and presented an analysis of a development project in India that has made extensive use of information technology and/or social media to change



knowledge, attitudes or behaviour, or has contributed to social development. The presentation addressed project goals and objectives, formative research and situation analysis conducted, social, economic, political, and/or cultural context (as applicable), stakeholders, target audience and/or beneficiaries, rationale for the selection of media, and internal and external factors, rationale for selection of technology, evidence of application of behaviour-change theories, measurement of impact (outcomes). The group presentations were followed by presentation of certificates and closing ceremony of the workshop.

### *Group presentation in progress*

### **Socio-Cultural Exchange among the Participants**

As participants from various parts of India were present in the GIAN C4D program so it was also an occasion for them to exchange their socio-cultural traditions, viewpoints regarding various issues prevailing in their regions during the course. Apart from the formal sessions, discussions during lunch, tea and evening walks became an opportunity for the participants to not only brainstorm on aspects covered during the lectures but also to create associations and academic bonding.

As Tezpur is famous for its historical and mythological background, so to get the feel of the thousand years old mythology and history, the participants along with Prof. Mould visited various places rich in history and mythology on 11<sup>th</sup> June (Saturday). They visited the famous mythological Agnigarh hillock from which the town of Tezpur derives its name, Mahabhairab Temple devoted to Shiva, and Ganesh Ghaat on the bank of Brahmaputra river.



*On a tour of Tezpur*



As an ice breaker during the course Prof. Mould used the traditional dance form of Ohio i.e. Contra Dance to engage the participants so that they can get to know each other better. Few of the participants along with Prof. Mould also performed contra dance during the

### ***Dance as Ice-breaker***

valedictory session on the last day of the summer course.

To energize the participants in the between the sessions, Prof. Mould used traditional Bihu dance of Assam as an energizer. After the dance the participants also felt refreshed and moved for the various sessions and activities of the course enthusiastically.



***Participants performing Bihu with Prof. Mould***

### **Annexure: 1**

#### **List of the Participants**

<b>Sl. No</b>	<b>Name</b>	<b>Institution</b>	<b>Occupation</b>
1	Aniruddha Jena	Central University of Orissa	Student
2	Ankita Gogoi	Asssam Women's University	Faculty
3	Ankur Kumar	Tezpur University	Student
4	Annapurna Sinha	University of Hyderabad	Student
5	Bhriгу Talukdar	Jamia Millia Islamia	Student
6	Bichitrananda Panda	Kushabhau Thakre	

		Patrakarita Avam Jansanchar University	Student
7	Dev Vrat Singh	Central University of Jharkhand, Ranchi	Faculty
8	Dr. Bala Lakhendra	Banaras Hindu University	Faculty
9	Eishita Das	Tezpur University	Student
10	Kaushik Chattopadhyay	National Institute of Technology, Rourkela	Student
11	Kumari Pallavi	Tezpur University	Student
12	Kumari Vibhuti Nayak	Indian Institute of Technology, Patna	Student
13	Kuntala Das	Tezpur University	Student
14	Madhusmita Boruah	Tezpur University	Student
15	Manoj Deori	Berhampur University	Faculty
16	Mousumi Mahanta	Tezpur University	Faculty
17	Muktikam Hazarika	Tezpur University	Faculty
18	Namrashree Goswami	Tezpur University	Student
19	Natasha Elangbam	Manipur University	Faculty
20	Neha Nema	Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha	Student
21	Neha Pandey	Central University of Jharkhand	Student
22	Nisha Singh	University of Hyderabad	Student
23	Raj Kiran Doley	Tezpur University	Staff
24	Rajashree Goswami	Tezpur University	Project Fellow
25	Rasu Chatrapathi Yadav	Osmania Iniversity, PG College, Siddipet, Telangana	Faculty
26	Saket Kumar Bhardwaj	Tezpur University	Student
27	Sonia Wahengbam	Manipur University	Faculty
28	Sujit Kumar Mohanty	Central University of Orissa	Faculty
29	Sumedha Chaudhury	Kushabhau Thakre Patrakarita Avam Jansanchar University, Raipur	Student
30	Thakur Prem Kumar	Indian Institute of Technology, Patna	Student
31	Tinam Borah	Tezpur University	Student
32	Vinod Sawant	Kushabhau Thakre Patrakarita Avam Jansanchar University, Raipur	Student

**Annexure: 2**  
**Feedback Form**

Course Title: \_\_\_\_\_

Date: \_\_\_\_\_ Faculty Member(s): \_\_\_\_\_

  
Head  
Deptt. of Mass. Communication  
and Journalism  
Tezpur University, Tezpur 784028

1. Given the topic, was this course  a. Too short  b. Right length  c. Too long

2. In your opinion, was this course:  a. Introductory  b. Intermediate  c. Advanced

3. Please rate the following:

	Excellent	Very Good	Good	Fair	Poor
a. Course overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Course Instructor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Quality of Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Course Material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Video and Acoustics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Would you recommend this course?

Definitely not Recommend	Unlikely to Recommend	Recommend with Reservations	Likely to Recommend	Recommend with enthusiasm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What were your expectations from the C4D course in terms of knowledge, and personal as well as professional development?

6. To what degree did the course meet your expectations?

7. Which of the topics covered did you find most relevant to your teaching and/or research? Which were least useful according to you (if any).

8. Given a two weeks time-frame, what other topics would you recommend to be included in a C4D course?

9. Briefly describe your experience in doing the small-group exercises? Suggestions are welcome.

10. Comment on the performance of the facilitator, Dr. Mould, e.g. his knowledge on the subject matter, handling of discussions, and rapport with participants. Are there ways in which he can improve his facilitation?

11. Overall suggestions/recommendations for the organizers:

## COMMUNICATION FOR DEVELOPMENT (C4D)

A Short-term course under Global Initiative of Academic Networks (GIAN)

### Overview

Communication for Development (C4D) is a broad cognitive field of enormous international, national and regional interest attracting attention as a special field of study by students and researchers across disciplines. It has gained a lot of prominence in the discourse of communication studies as an emerging area of inquiry. In a developing country like India where a significant portion of public policy and budget is allocated to development initiatives, the concurrent dynamics

**Course Objectives:**

- Enhance the participants knowledge of theories around development, culture, behaviour change & social transformation; human rights principles; C4D concepts, approaches, methods.
- Build capacity of participants to generate insights related to the behavioural and social change initiatives of the government.

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of development project planning and execution by multiple agencies as well as the evaluation of the same gains correlational prominence.

Though the government with its multiple ancillary institutions still continues to have the major stake in the welfare of its billion strong citizenry, multiple national and international agencies have made a foray into the Indian domain. This colossal development enterprise is no doubt in need of able human resource equipped with the tenets and skills required to streamline the communication input towards social change.

The pedagogical inputs for these communication facilitators for development largely remains within the domain of the journalism and mass communication institutions in India. Thus it is only pertinent that academic institutes also gear up towards that challenge and equip themselves in terms of faculty resources and research accumen.

**The course would cover the following Topics/ Themes**

Theories of communication for development and social change – Revisiting old paradigms and introducing current perspectives
Case studies on C4D issues in Indian context – Policy and political systems, Media and C4D in India
Case studies on Gender, Climate change, Environment, Health & Sanitation
Formative research and Situation analysis in C4D
Strategy design and Planning for C4D intervention, Levels of intervention and role of information technology
Designing theme based messages and dialogic communication material
Monitoring and evaluation – setting objectives, indicators and techniques

<b>Duration</b>	6-16 June, 2016
<b>You should attend if...</b>	<p><b>you are a Communication Faculty or a student of Humanities and Social Sciences (MA/PhD) interested in the domain of C4D or if you are a C4D professional from government and non-government organization who regularly engages with communities on issues of social and behaviour change</b></p> <p>Number of participants for the course will be limited to 50</p>
<b>Fees</b>	<ul style="list-style-type: none"> <li>● <b>Students – Rs. 500/-</b></li> <li>● <b>Faculty – Rs. 2000/-</b></li> <li>● <b>Professionals – Rs. 3000/-</b></li> </ul> <p>The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hr free internet facility. The participants will be provided with accommodation on payment basis in the University Guest House (current official rate is Rs.500/- per day for single occupancy; Rs.400/- per day for double occupancy and Rs.300/- per day in the dormitory of the guest house) and outstation research scholars/PG students will be accommodated in the University hostels (current official rate is Rs. 180/- per day with bed roll).</p>

## The Faculty



**Professor David Mould, Scripps College of Communication, Ohio University** has served at Ohio University for 30 years in different capacities, as a full-time faculty member, as Associate Director of the school, as a founding faculty member of the Global Learning

Community (now the Global Leadership Center), as Director of the master's program in Communication and Development Studies, and finally (2005-2010) as Associate Dean for Research and Graduate Studies of the Scripps College of Communication. A double Fulbright Scholar in 1996 and 2011, he has worked for the past 16 years as an international media trainer and consultant, mostly in Central and Southeast Asia, for UNESCO, USAID, UNICEF, IREX, USIS, Asia-Pacific Institute for Broadcasting Development (AIBD) and Open Society Institute.

Dr. Joya Chakraborty is an Assistant Professor at the Dept. of Mass Communication and Journalism,



Tezpur University. She has been associated with various community media projects over the last ten years. Her research interests include ICT for Development, Cultural diversity and new media, Information and Knowledge Societies in transition, Sociology of communication technology and media, gender and ICT, Children and media participation.

**Travel Information:** The university campus is located about 15 km east of Tezpur, the headquarters of Sonitpur District of Assam, INDIA. It is well connected with Guwahati, the capital city of Assam, which is about 200 km from Tezpur. Guwahati is also well connected by air and train with the rest of the country.

**Registration:** Interested participants will have to first register with the GIAN website (<http://www.gian.iitkgp.ac.in>) for a one-time registration fees of Rs. 500 which will enable them to enrol for any number of courses being offered. Subsequent registration will have to be done with Tezpur University by the **SHORTLISTED CANDIDATES AFTER GETTING CONFIRMATION E-MAILS FROM THE COURSE COORDINATOR.** They need to pay the requisite fees and fill up the Registration Form attached with this brochure.

Duly filled in registration form can be sent to the coordinator both by online and offline mode.

### Organized by:

Department of Mass Communication and Journalism, Tezpur University  
Tezpur University

### Funded by:

Ministry of Human Resource Development,  
Government of India

### With support from:

UNICEF, Assam

## Course Co-ordinator

Dr. Joya Chakraborty

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**REGISTRATION CUM ACCOMODATION REQUEST FORM**

(To be submitted by **THE SHORTLISTED CANDIDATES ONLY** AFTER GETTING CONFIRMATION EMAILS FROM THE **COURSE COORDINATOR**. This form should reach electronically by 5th May, 2016 and hard copy by 15th May, 2016)

**INTERNATIONAL WORKSHOP ON  
COMMUNICATION FOR DEVELOPMENT (C4D)**

**June 6-16, 2016**

**Department of Mass Communication & Journalism**

**Tezpur University**

**Tezpur, Assam**

Name (Block Letters): ..... M/F:..... Designation/ Professional  
Title: ..... Organization:  
..... Address:  
.....  
.....  
..... Tel.: .....  
Mobile: .....  
E- mail: ..... Accommodation Required (Yes/  
No): ..... Single Accommodation (Yes/ NO) :  
..... Double Accommodation (Yes/  
NO).....

The Registration fee of Rupees .....has been paid via Demand Draft  
No.....in favour of The Registrar, Tezpur University/Through SBI  
online/offline banking bearing Transaction No. .... to SBI Tezpur Main Branch  
(RTGS/IFSC code: SBIN0000195) A/Ct No. 10501585452 of Tezpur University. Demand Draft/ Fee  
Receipt have been enclosed herewith.

Date:

Signature

  
Head  
Deptt. of Mass Communication  
and Journalism  
Tezpur University, Tezpur 784028