



Report on Collaborative Activity

International Webinar Series on SDG Sensitive Risk Communication and Community Engagement (RCCE): Responses to COVID-19

14 - 17 December 2020

- 1. Name of the Collaborative Activity:** Four-day International Webinar Series through Google Meet on the topic - SDG Sensitive Risk Communication and Community Engagement (RCCE): Responses to COVID-19
- 2. Nature of Activity:** Conducting of four-day international webinar on SDG Sensitive Risk Communication and Community Engagement (RCCE): Responses to COVID-19. The resource persons of the webinar included representatives from UNICEF India, UNICEF Assam, WHO India apart from communication faculty and experts from India, Sri Lanka, USA, Brazil, Belgium and New Zealand
- 3. Name of the Collaborating Agency/ Individual with affiliation, and contact details:** Organized by Dept. of Mass Communication & Journalism, Tezpur University in collaboration with UNICEF Assam (Contact person – Mr. Sureshbhai Parmar, Communication for Development Officer, sparmar@unicef.org)
- 4. Summary of collaboration:** UNICEF Assam and Dept. of MCJ Tezpur University have been involved in multiple collaborative activities since 2011. As part of this ongoing collaboration Department of Mass Communication and Journalism, Tezpur University organized a 4-day International Webinar Series through Google Meet on the topic - SDG Sensitive Risk Communication and Community Engagement (RCCE): Responses to COVID-19 from 14-17 December 2020, in collaboration with UNICEF Assam. The Webinar focused on the communication and relief strategies that are developed in the wake of COVID-19, the global response to the pandemic and stories of interventions from various parts of the world and the role played by the national governments, NGOs, international organizations, individuals and groups in mitigating the effects of the pandemic at the global, national, regional and community level.
- 5. List of date-wise detailed activities under the collaboration:**

A. DAY 1



Inaugural session

Speakers - Mr. Siddharth Shrestha, Chief, Communication for Development, UNICEF, India; Dr. Supriya Bezbaruah, Technical Officer, Risk Communication, WHO, South-East Asia Region; Dr. Madhulika Jonathan, Chief of Field Office, UNICEF Assam and North East India; Prof. Vinod Kumar Jain, Vice Chancellor, Tezpur University and Prof. Sunil Kanta Behera, Professor, Dept of Mass Communication and Journalism, Tezpur University

Session 1 – The Risk Communication in Emergencies: Principles and Practices

Speaker - Prof. David H. Mould, *Professor Emeritus, School of Media Arts and Studies, Ohio University*

B. DAY 2

Session 1 – The missing 18th SDG – Communication for All – in the age of Covid – 19.

Speaker - Prof. Jan Servaes, *Professor Emeritus, Catholic University of Leuven, Belgium*

Session 2 – Paradigm Continuity and SDGs.

Speaker- Prof. B. P. Sanjay – *Professor, Communication and Media Studies, Manipal Institute of Communication, Manipal, India*

Moderator- Dr. Sanjeev Kumar, *Independent Communication Consultant and Senior Guest Faculty, IIMC, New Delhi*

C. DAY 3

Session 1 – The role of communication for Social and Behavior change in mitigating the negative effects on children

Speaker - Prof. Paolo Mefalopulos, *Country Representative, UNICEF Chile*

Session 2 – Mapping of the Communication Perspectives of the responses of the Indian Societies to Covid-19 crisis

Speaker- Prof Sisir Basu, *Dept. of Journalism and Mass Communication, BHU, India*

Session 3- COVID 19 in narratives produced by alternative and activist journalism: Perspectives and dilemmas

Speaker- Prof. Claudia Lago, *University of Sao Paulo, Brazil*

Moderator- Ms Veena Singh, *Communication for Development Specialist, UNICEF Kolkata Field Office India*

D. DAY 4

Session 1 – Risk Communication in a Pandemic: Preliminary findings from the Asia Pacific.

Speaker 1 - Dr Rohan Samarajiva, *Founding Chair, LIRNEasia, Colombo, Sri Lanka*

Speaker 2 - Ms Ramathi Bandaranayake, *Researcher, LIRNEasia, Colombo, Sri Lanka*

Session 2 – Radical Democracies, socialist politics and pandemic response

Speaker 1- Dr Mohan J Dutta, *Dean's Chair Professor, Communication, Journalism & Marketing Director, CARE, Massey University, New Zealand*





तेजपुरविश्वविद्यालय/ TEZPUR UNIVERSITY

(केंद्रीयविश्वविद्यालय/A Central University)

जनसंचार व पत्रकारिता विभाग/Department of Mass Communication & Journalism

TEZPUR-784028 :: ASSAM

Moderator- Prof. N Usha Rani, *Former Professor, ICCSR Senior Professor Fellow, Department of Journalism and Mass Communication, University of Mysore.*