



Report on Collaborative Activity

**Advancing Communication for Development as a strategy for Social Change
in Assam and NE region
March 2016 – December 2019**

- 1. Name of the Collaborative Activity:** Advancing Communication for Development as a strategy for Social Change in Assam and NE region
- 2. Nature of Activity:** Launch of a post graduate programme, development of resource material for the same and participatory video documentation and advocacy campaign on salt consumption habits of Adivasi women of Sonitpur District in Assam
- 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 a Post Graduate Programme in Communication for Development(C4D) was started in 2016. Further, to develop resource material for the MA-C4D course, a compendium of case studies was also collated. The collaboration also had a component of Video documentation and advocacy campaign on salt consumption habits of Adivasi women of Sonitpur District, Assam. The collaboration also facilitated the community engagement and internship opportunities for the students of MA – C4D
- 5. List of detailed activities under the collaboration:**
 - A. Support for C4D International workshop under MHRD – GIAN project**

Objectives:

 - Introduce the faculty and researchers to current trends in C4D pedagogy
 - Enrich existing C4D curricula in university departments
 - Facilitate interactional-experiential learning
 - Time frame: 6-16 June 2016



B. Launch and inauguration of MA C4D programme at TU

Objectives:

- Spread the word among different stakeholders about the innovative C4D course being launched at MCJ-TU
- Host the inaugural function of the programme
- Invite guest faculty to interact with first batch of admitted students
- Timeframe: July - Dec 2016

C. Documentation of case studies of successful C4D initiatives from NE region

Objectives:

- Identify and network with NGOs using C4D as part of their project initiatives in northeast
- Develop repository of such case studies
- Digitization and online delivery of case studies
- Timeframe: March - December 2016

D. Video documentation and advocacy campaign on salt consumption habits of Adivasi women of Sonitpur District, Assam

Objectives:

- Research on patterns of salt consumption behaviour of Adivasi women
- Video documentation and packaging of
- Timeframe – November -December 2016

E. Consultation for Contemporary Communication Resource Centre

Objectives:

- Develop a five-year mission and vision outline
- Create a partnership framework for different stakeholders
- Identify a sustainable business plan
- Timeframe: 24-25March 2017

F. Orientation for MA-C4D Programme

Objective:

- Introduce students to alternative modes of communication for SBCC



- Facilitate experiential learning for students on SBCC
- Timeframe: March - December 2017

G. Networking and Action by Young Advocates for Social Change (NAYA SOCH)

Objectives:

- Make children aware of their rights, particularly right to participation
- Equip children to become active agents for social mobilization
- Impart communication skills and enable children bring about positive changes in their community with regard to specific issues
- Timeframe: August - December 2018

H. Orientation for MA-C4D Programme

Objective:

- Introduce students to alternative modes of communication for SBCC
- Facilitate experiential learning for students on SBCC
- Timeframe: March - December 2019