

# Advancing Communication for Development as a strategy for Social Change in Assam and NE region

## **(Report for Phase II)**

Communication for Development is an emerging discipline of academic interest and the Department of Mass Communication & Journalism, Tezpur University over the years has been constantly engaged in strengthening it within its curriculum as well as other extension activities. The Department, with support from UNICEF, is able to frame a MA Programme in Communication for Development which is launched from the academic session of July 2016.

Because this is a first-of-its-kind initiative, not only in the northeast but also across the country, it is critical that the programme be run within a comprehensive framework to ensure not only the program's success and effectiveness for prospective students, but also to consolidate the larger vision of creating a C4D-responsive development environment in the region. Multiple schemes at both the macro and micro levels are required to stimulate the C4D initiative. These include strengthening the MA curriculum with practical inputs from within the region, as well as effective policy advocacy to include the C4D perspective in all government and non-government projects throughout the region. The programme has come a long way and is on its way to achieving phenomenal results.

As part of this consolidated initiative the Department of Mass Communication and Journalism had taken up three projects under the broad title “ Advancing Communication for Development as a Strategy for Social Change in Assam and Northeast Region” in three phases during 2016 – 17 (Phase I), 2017-18 (Phase II) and 2018-19 (Phase III)

### **PHASE II**

The second phase of the project ‘*Advancing C4D as a strategy for Social Change in Assam and NE Region*’ continues with some of the activities identified in the first phase while enriching it with experiential learning and empirical research within the context of Assam in particular and Northeast in general. The second phase concentrated on strengthening the capacities of the MA-C4D students through a number of orientation programmes and workshops. Apart from that the department also conducted several seminars which provided the opportunity to engage with a wider network of communication faculty and development professionals.

In this regard the following activities were organized during this phase –

A two-day National Seminar was organized by the Department of Mass Communication & Journalism, Central University of Tezpur in partnership with UNICEF on 25 & 26 March 2017 on **Communication Education 3.0: Synergizing Technology and Development**. It brought together communication teachers and media practitioners to deliberate on salient aspects of mass communication education in the country.

The Department of MCJ also organized a consultative meet of various experts in the area of C4D on 24<sup>th</sup> March, just a day earlier for establishing a Contemporary Communication Resource Centre (CCRC) with support of UNICEF. The setting up of the CCRC in University of Tezpur acts as a stimulus to efforts for giving departments like MCJ wider berth and perspective in extending the classrooms beyond four-walls to engage with development issues, behavioural change and informed actions.

### **Advocacy for C4D with Government of Assam officials**

This initiative entails liaison and advocacy with Assam Government officials who are engaged with setting recruitment policy of development practitioners for different government sections/ministries/wings. The initiative also includes sharing about the PG programme in C4D launched at Tezpur University from July 2016. The objective of the initiative is to advocate for a favourable policy towards recruitment of C4D professionals in different development activities of the government.

The discussion session is organized at Guwahati to facilitate the participation of government officials who are mostly located there.

The initiative includes objectives such as -

- One-day consultation with government officials at Guwahati
- Influence upon them the significance and need for accommodation C4D perspective within government programmes for social welfare
- Discussion with subject experts and other government officials about scope and possibility
- Outlining existing best practices within government departments
- Draw attention towards the proposed MA curriculum.

## **Consultation for Contemporary Communication Resource Centre**

The different projects undertaken by the department till now have indicated the need for developing a larger partnership network among different media and communication stakeholders creating an opportunity to further the C4D framework in academic and profession related activities with special focus on the northeast region. It was felt that communication change in the larger social sphere is a more complex process and thus it was felt to be pertinent to explore and engage with more focus on contemporary communication outside the arena of conventional Mass Communication and Journalism where various initiatives in contemporary communication evolving every day can converge. It is also relevant to explore how communication is increasingly having its impact on multiple disciplines of culture, society and development within the region. It is also essential that there be horizontal learning and experience sharing among various stakeholders within the region and it is also important that a repository of commentaries and research learnings be created for future sharing.

The department of MCJ, TU with its resources-physical and human – and sync with other disciplines within the University can pivot this initiative to create a knowledge-base in contemporary communication research studies.

**Hence it was proposed that a Contemporary Communication Resource Centre (CCRC) be set up in Tezpur University with the Department of MCJ as its nodal centre which can serve as the knowledge hub for the whole of the North-Eastern region.**

The Contemporary Communication Resource Centre (CCRC) that has been formed serves to establish a range of multi-cross-sectoral linkages within and beyond the region. It serves as a professional and academic resource centre for all having any stake or interest in contemporary communication issues. The CCRC engaged primarily in Research and Extension, Documentation and Knowledge sharing through seminars, workshops, conferences, publications and such other academic engagements. Apart from this, it also imparts innovative professional and academic teaching in addition to facilitating doctoral and post-doctoral studies.

### **Objectives:**

- Develop a five-year mission and vision outline
- Create a partnership framework for different stakeholders
- Identify a sustainable business plan

## **Orientation for MA-C4D Programme**

For the orientation of MA-C4D Programme two workshops are organized for the MA C4D students. The first one is on participatory communication where students are oriented towards

facilitating creation of participatory media content through community interactions. In the second workshop puppetry is introduced as a tool for SBCC. Students are trained in scripting, developing and executing puppet shows on socially relevant themes during the workshop. Experts from the respective field were invited to facilitate the workshops.

**Core objectives of these two workshops are:**

- Introduce students to alternative modes of communication for SBCC
- Facilitate experiential learning for students on SBCC

**Symposia on Communication Education in India**

Media Education had its beginning in India in the early 1940s. The structure of media and communication education in India needs reorientation and re-contextualization with the changing needs of the technology driven media and emergence of new fields for application of communication interventions. With the coming of new technologies and the use of ICTs, media and communication education in India needs to be seen in newer perspectives, realities and neo realities.

There is a rising demand for specialized communication experts in different areas across Government and private sector domains, which is currently not being adequately met by the media and communication institutions of the country. As such, there is a felt need for communication departments to diversify and specialize in its pedagogy and curriculum so as to make communication education more relevant, focused and better-equipped to cater to the changing needs of the media and communication industry. This requires more synergy and forums for interaction between those communication practitioners and the academia; procedure for designing and reviewing of curriculum; quality enhancement initiatives. Another imperative is to strengthen both academic and empirical research which continues to remain a challenge for communication and media departments across the country.

Recognizing the need to develop such specialization, the Department of Mass Communication and Journalism, Tezpur University in collaboration with UNICEF Assam has started the MA programme in Communication for Development in 2016. The symposia aim to create more visibility for the MAC4D programme, while also facilitating networking by bringing together such scholars within and outside the region for a discussion and come up with a compendium of such scholarly work which can be published in book form for wider dissemination.

**Objectives:**

- Bring together think-tanks to articulate a futuristic vision for communication education in institutes of higher learning
- Synergize an interactive discourse on communication education in general and C4D in particular
- Identify key issues, opportunities and challenges for communication education

**Women, Health and Livelihood in Assam**

During the first phase of the project two videos were made highlighting the salt consumption habits among the Adivasi community and attempting to create awareness about prevention of anaemia and hypertension during pregnancy among Adivasi women.

In the second phase it is proposed to further understand the perception, current behaviour, norms and practices related to salt consumption among the Adivasi community through community screening of the videos followed by focus group discussions.

**Objectives:**

- Map current behaviour, norms and practices related to salt consumption among Adivasi community
- Identify triggers for harmful behaviours and barriers for positive behaviours based on community perception
- Identify specific information needs among women of Adivasi community
- Develop a SBCC strategy related to salt consumption among Adivasi community based on field data

Livelihood opportunities are closely related to the empowerment of women and young girls. Financial independence not only ensures better decision making power for women within the domestic sphere but also enhances their substantive freedoms and ensures social mobility. For rural and semi-urban women belonging to close-knit cultural communities in Assam the livelihood opportunities are limited. However, given the rich cultural heritage and diversity of the different ethnic communities in Assam, there is a strong tradition of handloom and other handicrafts in Assam of which the women from the majority workforce. Women carry forward these practices more as the bearers of tradition rather than as agents of a formal organized industry.

A formative research is proposed to be undertaken to map whether handloom and handicraft, both in organized and unorganized sector, has the potential to provide sustained livelihood opportunity for marginalized women belonging to different ethnic communities of Assam and become an agent of their empowerment.

### **Objectives:**

- Identify patterns of engagement with handloom and handicrafts for women belonging to different ethnic communities in Assam
- Map women's existing status of participation and ownership in handloom and handicrafts industry
- Evaluate whether handloom and handicrafts in Assam has the potential to empower women in community and domestic spheres

### **Workshop on Participatory Video Production for MA C4D Programme, 27<sup>th</sup> March to 31<sup>st</sup> March, 2017**

Participatory Video Production is designed to teach the basics of various television and video genres, including an understanding of the functions of cameras and other equipment used in production. The primary focus, however, is on the process of facilitating participatory video productions through community interaction. **Participatory video** is a form of participatory media in which a group or community creates their own film. The idea behind this is that making a video is easy and accessible, and is a great way of bringing people together to explore issues, voice concerns or simply to be creative and tell stories.

The workshop on Participatory Video Production for MA C4D Programme was facilitated by Prof. Vasuki Belavadi, Professor, University of Hyderabad presented a detailed lecture on Conceptual entry points of making a Participatory Video, why to give the community members a platform to express themselves and to voice their opinions, and sustainability. Also trust and understanding are the main factors for a successful PV, as it is a long procedure, patience is an important factor for making a PV.

There are some key areas to keep in mind while facilitate Participatory Video for the community Volunteers -

- Interacting freely with the volunteers and making them comfortable.
- Always appreciate the participants to boost their confidence level for the entire process.
- Focusing more on the practical aspects in comparison to the theoretical ones.
- Let the participant explore their own knowledge rather than guiding them at every step.

- Explaining to them the importance of PV in their local context and how it can be an aid in the process of development.

**STATEMENT OF EXPENDITURE (SOE)**

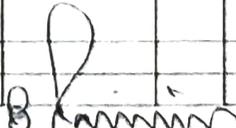
NAME OF THE ORGANISATION : Tezpur University R and D

FOR THE PERIOD FROM : 1st March to 31st December 2017

PROGRAMME DESCRIPTION: Advancing Communication for Development as a strategy for Social Change in Assam and NE region  
(Phase II)

Amount  
in Rs.

Sl. No.	Budget Head / Activity	TOTAL APPROVED BUDGET	SOE Q1 March-May 2017	SOE Q2 June - August 2017	SOE Q3 Sept-Nov 2017	SOE Q4 December 2017	Cumulative Expenditure	Balance	Variance %	Remarks/ Reasons for excess expenses if any	Vrs Ref / Leafolio ref expenses rep for curre period.
A	B	C	D	E	F	G	H = D+E+F+G	I = C-H	J=H/C*100		
1	<b>One Day C4D Advocacy with Government Officials at Guwahati</b>										
1.1	Travel for national level resource persons from Hyderabad/Chennai/ Ahmedabad (On Actuals)	40,000.00					-	25,000.00	-		
1.2	Honorarium for national level resource persons (including RPs from Assam) (On Actuals)	25,000.00					-	35,000.00	-		
1.3	To and fro travel for organizers from Tezpur to Guwahati with three trips for liason with govt officials prior to workshop and two vehicles on day of workshop for 6 participants from tezpur (3 person per vehicle) (On Actuals)	35,000.00					-	15,000.00	-		
1.4	Travel for district officials from different districts to Guwahati (to & fro) (On Actuals)	15,000.00					-	10,000.00	-		
1.5	Venue for workshop	10,000.00					-	30,000.00	-		
1.6	Lunch & Tea and snacks for 60 person	30,000.00					-	30,000.00	-		
1.7	Workshop Fee and Kits (Jute bag, note pad pen, CD/DVD) photocopy of lecture notes and documents)	15,000.00					-	15,000.00	-		
1.8	Documentation, banners	6,000.00					-	6,000.00	-		
	<b>SubTotal</b>	<b>176,000.00</b>						<b>176,000.00</b>			

  
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2	3-day Consultation for CCRC vision framing									
2 1	Remuneration (10 National Resource Persons for 2 days)	100,000.00	70,000.00			70,000.00	30,000.00	0.70		1,2,3,4,5,6,7
2 2	Remuneration (4 Regional Resource Persons for 2 days)	24,000.00	24,000.00			24,000.00	-	1.00		8,9,10,11
2 3	To and fro Air Travel for national resource persons from Hyderabad/Chennai/ Ahmedabad (On Actuals)	200,000.00	80,538.00			80,538.00	119,462.00	0.40		12A, 13A, 14A, 15A, 16A, 17A
2 4	Local conveyance at place of origin (10 National Resource Persons) (On Actuals)	16,000.00	13,908.00			13,908.00	2,092.00	0.87		12B, 13B, 14B, 16B, 18B
2 5	To and fro Taxifare from LGBI Airport to TU campus (10 National Resource Persons) (On Actuals)	70,000.00	37,776.00			37,776.00	32,224.00	0.54		12C, 13C, 14C, 15B, 17B, 18C
2 6	To and fro interstate conveyance for regional resource persons from other NE states (On Actuals)	40,000.00					40,000.00			
2 7	Accommodation (14 Resource Persons for 3 days)	63,000.00	38,900.00			38,900.00	24,100.00	0.62		19, 20
2 8	Food and Refreshments for 50 participants (RPs, Senior faculty members from different universities, TU officials) for 4days	100,000.00	98,725.00			98,725.00	1,275.00	0.99		21, 22, 23, 24
2 10	To and fro Local conveyance from Tezpur town to TU campus for outstation participants staying at Tezpur town during three days of workshop (on actuals)	2,400.00	1,500.00			1,500.00	900.00	0.63		25
2 11	Workshop file and Kits (Jute bag, note pad, pen, CD/DVD photocopying of lecture notes)	15,000.00	16,493.00			16,493.00	(1,493.00)	1.10		26
2 12	Documentation of the programme	8,000.00	8,000.00			8,000.00		1.00		27
2 13	Banner and stationary	3,000.00	4,540.00			4,540.00	(1,540.00)	1.51		28, 29, 30
	<b>SubTotal</b>	<b>641,400.00</b>	<b>394,380.00</b>			<b>394,380.00</b>	<b>247,020.00</b>	<b>0.61</b>		
3	<b>Orientation on MA C4D Programme</b>									
3 1	To and fro travel for 2 National Visiting Faculty for C4D programme (On Actuals)	40,000.00			18,712.00	18,712.00	21,288.00			69, 70, 71, 72
3 2	Honorarium for 2 national visiting faculty for C4D for 5 days	70,000.00	35,000.00		42,000.00	77,000.00	(7,000.00)	1.10		66, 73

  
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3.3	Accommodation and food for 2 visiting faculty for 7 days each (Faculties will reach one day prior to the training and will leave next of end of the programme)	14,000.00									
3.4	A/V document of visiting faculty lectures and preparation of study material	25,000.00	10,000.00		7,000.00		17,000.00	8,000.00			74, 75, 76
	<b>SubTotal</b>	149,000.00	45,000.00	-	78,607.00	-	123,607.00	25,393.00	0.83		67, 68, 77
4	<b>Documentation of C4D initiatives in NE states</b>										
4.1	Food and accommodation during fieldwork at different states of NE region including Assam (For 2 person per trip)	25,000.00									
4.2	Travel during fieldwork at different states of NE region including Assam with three trips to each state (On Actuals)	25,000.00						25,000.00	-		
4.3	Documentation of case studies of successful C4D initiatives from NE states (minimum 5 cases @ two days of documentation for each case)	60,000.00						25,000.00	-		
4.4	Compilation & printing of cases into a compendium, Report writing and preparing multiple (300 @ 200/-) copies to be used as academic resource material for C4D MA programme	30,000.00						60,000.00	-		
	<b>SubTotal</b>	140,000.00						30,000.00	-		
5	<b>Symposia on Communication studies in NE</b>										
5.1	Travel for chairpersons and penalists (national) from Delhi, Mumbai, Pondicherry, Shimla, Kolkata, Hyderabad (On Actuals)	300,000.00	151,607.00				151,607.00	148,393.00	0.51		31A, 32A, 32E 33A, 33B, 33C 34A, 34B, 35A 36A, 36B, 37A 37B, 38, 39
5.2	Travel for selected paper presenters from different parts of the country (On Actuals)	160,000.00	155,873.00				155,873.00	4,127.00	0.97		40A, 40B, 41A 41B, 42A, 42B 43A, 43B, 44A 44B, 45A, 45B 46A, 46B, 47A 47B, 48A, 48B 49A, 50A, 50B 50C, 51A

B. Ramnath  
Finance Officer

