Participatory Audio Video Experiments

in Pedagogy and Practice

Project Coordinator: Dr. Joya Chakraborty

A Report

BACKGROUND

Tezpur University is a Central University established in 1994 by an Act of Parliament. Since then the university has emerged as a premier institute of science and technology with a strong focus on socio-cultural development within the region. The Dept. of Mass Communication and Journalism (MCJ), Tezpur University (TU) was launched from the academic session 2001-2002.

The curriculum of the courses offered by the department has a strong focus on communication for social change. Courses on Media Law and Ethics, Development Communication, Specialized reporting on children etc. included in the pedagogy aims at creating responsible media professionals with aptitude for technical skills combined with sense of ethical and social commitment.

Over the last four years, Dept. of MCJ, TU had the opportunity of engaging with UNICEF on various occasions:

- In 2009-10, faculty and students of the department participated in '*Media for Child Rights'* Workshop organized by Dept. of Mass Communication & Journalism, Gauhati University and UNICEF;

- In 2010, Dept of MCJ, TU organized 'Vistas', the annual media festival of the department, in collaboration with UNICEF on the focal theme of '*Child and the Media';*

- In 2010 faculty from the department attended a workshop on '*Interpreting data on children'* organized by UNICEF;

- In 2010, Communication Officer, UNICEF, visited TU campus and facilitated a session on '***Child Rights and Role of Media'*** with students. Several ideas were discussed with the faculty and students during this visit regarding an ongoing partnership with media/communication institutes to harness their expertise, skills and enthusiasm to undertake meaningful and sustainable media/communication initiatives to promote children's rights in Assam;

- As an outcome of this process the department conceptualized and executed a short-term project '***Tune in to Kids'*** to facilitate representation of children's voices in broadcast media of Assam during March – September 2011. The project also entailed preparation of a child-friendly version of the ethical guidelines for reporting on children and imparting training to marginalized children's groups in elementary audio-video techniques;

- Taking this endeavour forward the department took up another short-term project '***Participatory Media: Learning to listen to the unheard voices'*** with UNICEF during Sep – Nov 2012 to advocate for child responsive broadcast environment by generating emulative models of participatory experiments in developmental media production, through pedagogical inputs to media trainees, envisioning value addition to the expanding pool of sensitized media personnel;

- As part of this project, media students attended a workshop on participatory techniques and then based on their learnings facilitated the production of participatory audio, video and online content by members of Adivasi community of Sonitpur District. A website to showcase participatory content '***www.pave-tezpuruniversity.com'*** was also developed as part of this initiative.

BACKDROP OF THE 'PAVE' PROJECT

'Tune in to kids' project envisaged to create linkages between children's groups and mainstream broadcast media channels of Assam. As part of the project children were trained in basic media skills and taken for visits to media institutions to understand the broadcast dynamics. However, it was felt that there was a necessity to build the over-all capacity of these children in terms of competencies of media content creation.

It was felt that if anything meaningful is to be achieved in terms of improved representation of children's voices in the media, then the initiatives to train and link children to the media need to be taken up in a more sustained way. Therefore, a feasibility study was carried out amongst organizations and institutions which are engaged with children or are willing to do so in future. There was a felt need among stakeholders to create a mechanism for improving children's participation in electronic media of Assam. Experiments in 'community radio' and 'community video' involving local children from different districts of Assam was indicated to be a viable means of improving children's participation.

In order to have a sensitized media environment the upcoming media professionals need to gain proficiency in participatory techniques and in the process get positively inclined towards practicing the same. This entails that they are enthused early in their careers and get trained in the nuances of participatory techniques through meaningful engagement with communities. It was felt that the right step in this direction would be to include participatory media production techniques as an integral part of communication pedagogy in training institutions which would then become the harbingers of change.

Thus, the next project 'Participatory Media: Learning to listen to the unheard voices' was designed to advocate for child responsive broadcast environment by generating emulative models of participatory experiments in developmental media production, through pedagogical inputs to media trainees, envisioning value addition to the expanding pool of sensitized media personnel. This project not only tested the nuances of including participatory techniques into journalism curriculum of post-graduate departments but also contoured its practical component by actually engaging the students with communities.

The various initiatives undertaken till then concentrated on creating an interface between the upcoming and working media professionals and community-based children; and exploring possibilities for introducing this to the MCJ academia. The initiatives were under the overall framework of creating a more enabling and child-responsive media environment within the state. It however, became pertinent that the area of activities be expanded to the North-eastern region and different activities be correlated so that a meaningful partnership created among the various stakeholders who can facilitate this positive change. If the MCJ academia is at one end of the spectrum contributing towards human resource development, the media organizations are at the other, ensuring the deployment of sensitized professionals while creating a niche space for participatory content. It was thus envisioned to create a platform for sharing of ideas, concerns and possibilities involving the industry and academia wherein capacity building and promoting change remained an integral part of the process.

In this connection it also became important that such initiatives does not get deviated from the set focus and get integrated into an overall framework of sensitization, capacity building and on-field application. Therefore, the current '***Participatory Audio Video Experiments in Pedagogy and***

Practice (PAVE)' initiative sought to undertake the task of developing a set of modules for capacity building of media professionals, MCJ faculty, MCJ students, CBO professionals, schools teachers and children's groups with inputs from concerned subject experts.

Thus, the overall aim of the project was sensitization and capacity building of MCJ academia and media professionals by advocating strategic regular reorientations and concurrent media engagements for facilitating creation of a more enabling and child responsive media environment.

OBJECTIVES OF THE PROJECT

- Develop capacity building modules for different stakeholders involved in the process of creating a more child responsive media environment;

- To create partnerships with different media training institutes towards advocacy for inclusion of participatory communication as a component in their curriculum;

- Inspire media professionals to create space for participatory content in their respective media enterprises;

- Introduce media trainees to the philosophy of participatory media and then guide them through the nuances of community interaction and trust building.

OVERALL PROJECT COMPONENTS

The project had the following broad components:

- **Consultation for training module development;**

- **Training of media professionals (Print & Electronic);**

- **Training of MCJ Faculty;**

- **Participatory media workshop for MCJ students.**

CONSULTATIVE MEET

In order to develop modules and discuss on the current status of media operations on development journalism; with special focus on the consequent need of capacity building of different stakeholders involved in the process of ensuring a child responsive media environment, a consultative meet was held in the Dept. of MCJ, TU during **9-11 July, 2013**. The consultative meet witnessed active participation from resource persons and media persons from various media organizations of Assam.

Resourse Persons:

Sl No.	NAME	DESIGNATION	ORGANIZATION
1	Vasuki Belavadi	Faculty	Dept. of Communication, University of Hyderabad
2	Debarun Dutta	Programme Manager	Drishti Foundation, Ahmedabad
3	Snehasis Sur	Senior Journalist	Doordarshan, Kolkata
4	Prabir Bose	Director	Vikalp Kriya, Mumbai

Media Persons:

Sl No.	NAME	DESIGNATION	ORGANIZATION
1	Mrinal Talukdar	Senior Journalist	DY365
2	P.J Baruah	Executive Editor	The Assam Tribune
3	Samudra Gupta Kashyap	Special North-east Correspondent	The Indian Express
4	Surja Das	Station Director	AIR, Guwahati
5	Pallavi Kalita	Programme Executive	AIR, Tezpur

Representatives from UNICEF and Tezpur University:

Sl No.	NAME	DESIGNATION	ORGANIZATION
1	Suchorita Bardhan	Communication Officer	UNICEF, Assam
2	Joya Chakraborty	Sr. Assistant Professor	Dept. of MCJ, TU
3	Anjuman Borah	Assistant Professor	Dept. of MCJ, TU
4	Muktikam Hazarika	Project Assistant	Dept. of MCJ, TU

CONSULTATIVE MEET PROCEEDINGS
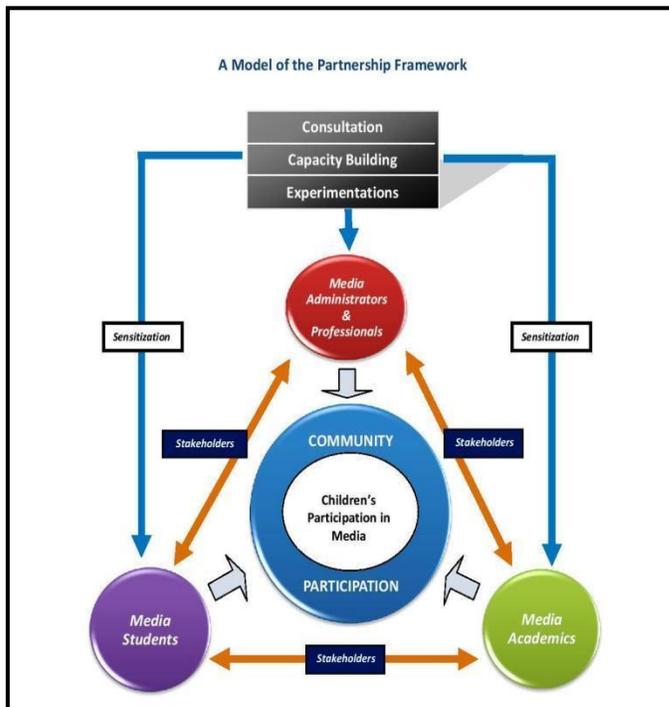
DAY ONE (9th July, 2013)

Media editors and resource persons during the consultation

The consultative meet started with a short inaugural session where Prof. S.K Dutta, Dean, School of Humanities and Social Sciences, Tezpur University was invited as the chief guest. Prof. Dutta welcomed everyone to the meeting and wished that the three-day event becomes a

grand success.

Speaking on the occasion, Ms. Suchorita Bardhan, Communication Officer, UNICEF Assam, conveyed about the successful and enriching journey that UNICEF, Assam and the dept. of MCJ, TU have had during the last few years of working together. She said that through the consultative meeting the future of the students as well as the media practitioners of North-east India would be looked at.

The Partnership framework Model

The co-ordinator, Dr. Joya Chakraborty then elucidated the partnership framework model to everyone. She explained about the felt need of working together, building partnership with various stakeholders of development, and making young professionals realize and get acquainted with the participatory philosophy. She highlighted about the larger framework of the initiative saying that it is only through meaningful partnerships, continuous deliberations and capacity building that development per se could be achieved and change brought in the society.

The participants then introduced themselves and shared their own experiences around the concept of participatory communication. The participants broke into three groups in order to prepare the learning objectives of various modules for the capacity building of stakeholders-

media professionals, MCJ faculty, MCJ students, CBO professionals, school teachers and children's groups.

FDP/MCJ STUDENTS (GROUP A)	MEDIA PROFESSIONALS/ ADMINISTRATORS (GROUP B)	CBO/CHILDREN GROUPS (GROUP C)
P.J Baruah	Snehasis Sur	Samudra Gupta Kashyap
Vasuki Belavade	Debarun Dutta	Prabir Bose
Abhiit Bora	Mrinal Talukdar	Pallavi Kalita

Each group presented on the learning objectives they came up with. All members gave their suggestions and ideas regarding whatever learning objectives the three groups came up with. The important points and suggestions were then taken note of for further consideration during the development of the various modules in the next two days.

DAY TWO (10th July, 2013)

On the second day of the consultative meet, the resource persons worked together on the development of the various modules of capacity building. They remained in their respective groups as formed on the earlier day and engaged into preparing the capacity building modules. Through a mutual process of discussion and co-operation, they thought of innovative ideas to make the modules fruitful and goal-oriented.

Each group had presentations on whatever contents they had prepared for inclusion in the modules. They sought for further inputs and suggestions from other groups. Whenever any relevant and important suggestion came up, they took note of it and tried to further include into the modules.

Ms. Suchorita Bardhan and Dr. Joya Chakraborty played an active role throughout the whole consultation process by incessantly offering their valuable inputs and suggestions during the module creation process.

DAY THREE (11th July, 2013)

On the third day of the consultative meet, the resource persons continued with their module developing work. They re-structured and finalized the modules. They came up with their final learning objectives, the course structure, the tools to be

Resource persons and co-ordinators pegging away towards devising the capacity building modules

used, the time schedule, suggested readings as well as the various activities to be performed while following the set of modules. The ultimate output was the creation of five explicit modules. The modules were:

1) **Module for FDP**

2) **Module for Media Clubs**

3) **Module for NGOs**

4) **Module for PDP**

5) **Module for School Teachers**

Finally, in the evening, Dr. Chakraborty thanked everyone for having invested their rigorous collective effort in developing the modules. Ms. Bardhan expressed her sincere gratitude to the resource persons for having involved in continuous hard work to develop the modules for capacity building. The participants too expressed their sheer happiness for having

been successful and able to contribute towards the initiative. Each of them shared their experiences of working together and expressed their extreme desire to further assist and co-operate whenever required.

FACULTY DEVELOPMENT PROGRAMME (FDP)

The second component of the project PAVE was a Faculty Development Programme (FDP) for media educators across North-east universities.

In order to create ground for wide-spread community based interventions through extensive training and discussion with media educators and also to devise strategies for incorporating participatory communication and C4D as a component in institutional curriculum, a Faculty Development Programme was held in the Dept. of MCJ, TU during **5-11 August, 2013**. The FDP witnessed active participation of different faculty members from various media departments across North-east universities.

Participants:

Sl No	NAME OF THE FACULTY	INSTITUTE/ UNIVERSITY	CONTACT NO.
1	Dr. V. Ratnamala	Mizoram University	8794589361
2	Mr. Arjun Das	Nagaland University	9435150751
3	Ms. Jasmine Yimchunger	Sikkim University	9800047061
4	Mr. Sunil Koijam	Rajiv Gandhi University	9612158068
5	Ms. Namrata Sarma	University of Science and Technology, Meghalaya	9707061671
6	Mr. Uttam Kr. Pegu	Tezpur University	9435084272
7	Dr. Bala Lakhendra	Tezpur University	9706368169
8	Dr. P. Anbarasan	Tezpur University	9435381043
9	Mr. Ankan Rajkumar	Tezpur University	9435514411

Resource Persons:

Sl. No	NAME	DESIGNATION	ORGANIZATION
1	Mr. Asish Sen	President	Asia Pacific Region, AMARC
2	Prof. Vinod Pavarala	Faculty	Department of Communication University of Hyderabad
3	Dr. Kanchan K Malik	Faculty	Department of Communication, University of Hyderabad
4	Mr. Prabir Bose	Member	Vikalp Kriya, Mumbai

FDP PROCEEDINGS

DAY ONE (5th August, 2013)

Inaugural Session:

At the very onset, Prof. P J Mahanta, HOD, MCJ, TU delivered his welcome address. He emphasized on the successful journey that UNICEF and the Department of MCJ, TU had experienced during the last few years of working together. He told that the prime motive of the workshop is to strengthen the philosophy of participatory communication at all levels with special focus on the curricula of different media departments in universities across North-East India. He expressed about his sheer expectation to have a meaningful and fruitful output from the workshop which could immensely add towards building up of more friendship and collaboration between UNICEF and the department of MCJ, TU.

Prof. Amarjyoti Chaudhury, Pro Vice-Chancellor, TU was the chief guest during the inauguration ceremony of the FDP. He underlined the importance of participatory communication and said that through participatory communication the development process in a country like India can be accelerated and given a shape. He talked about strategizing the methods in

Prof. Amarjyoti Chaudhury sharing words during the inaugural session

which various options can be laid out in front of the people and their aspirations towards development could be fulfilled. Prof. Chaudhury also laid importance on co-coordinating these strategies in the educational curricula so that communication per se in academics does not remain indifferent from the idea of development and social change in practice. Finally, he expressed his utmost happiness about the whole workshop and said that since the group is small, there could be a better scope of interaction and real achievement in terms of academic foresight and wisdom.
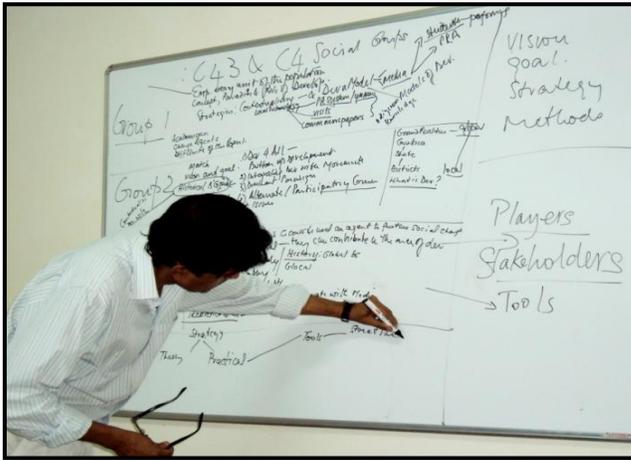
Soon after the inaugural session, resource person, Mr. Ashish Sen introduced himself to the participants and started off with the first activity of the day's technical session.

Technical Session I:

The technical session started with Mr. Sen involving all the participants to review their respective syllabus. He asked the participants to give presentations on their syllabus contextualizing it in terms of its goal, vision, methods employed and strategies undertaken. He asked them to break down into groups and allowed them ten minutes for discussion the same. When the groups presented their syllabus, ample number of problems in their syllabus got highlighted and they came up with their own ideas as to how to filter and refine the syllabus.

Technical Session II:

Mr. Asish Sen during the session

During the technical session II, Mr. Sen showed the participants a few videos revolving around the concept of Participatory Communication and discussed extensively about the emerging perspectives of PC and C4D. Later on, in the evening, Prof. Vinod Pavarala joined the group and discussed about the various elements of course content. He talked about the various points that need to be remembered while designing outline of a course.

DAY TWO (6th August, 2013)

Technical Session I:

The second day of the FDP started with Prof. Pavarala highlighting the various historical milestones and various shifts that has occurred in thinking about C4D in India. This was followed by an exercise given to the participants by Mr. Ashish Sen. The participants were asked to work in various groups and

Asish Sen and Vinod Pavarala interacting with the participants during the Technical Session I

decide upon different materials that would be required for supporting their course work.

All the participants came up with list of names of books, articles, and websites which they felt were pertinent in supporting their course work. The participants then presented the collection of their data in front of everyone as well as cited the reasons as to why they felt those data to be important for consideration.

Technical Session II:

In the second session, Mr. Asish Sen emphasized on the importance of theatre in the participatory communication process. He engaged the participants into actually doing a play where they were asked to portray various characters. The prime motive behind the exercise was to make them understand how theatre could be used as a unique and effective way to initiate community members to the philosophy of PC. Along with the participants, the co-coordinators were also involved in acting and playgin various characters in the drama.

DAY THREE (7th August, 2013)

Technical Session I:

The session started with discussion on case studies. Prof. Pavarala facilitated the session. He cited the importance and relevance of case studies and asked the participants about which aspect of their course they thought needs case study. They were all asked to break into groups and come up with various existing case studies on community radio, community video, print (community newspapers). They were also asked to look at ICT4D initiatives involving the internet and mobile telephony. After one hour they all came up with various case studies and gave presentations.

Technical Session II:

In the second half, Mr. Prabir Bose was the resource person and he highlighted about how to approach the members of a particular community. He talked about various tools that can be used while involving the community members into participation the next day during the field visit. He told about the *Do's and Don'ts* in approaching a particular community. The participants were asked to think of various statements that could initiate discussion and participation among the community members. Each participant came up with their own statement and Mr. Bose asked every participant to sort out their ways of approaching and interacting with the community people. The whole session was facilitated through experiential learning methodology.

DAY FOUR (8th August, 2013)

Field Visit:

Early in the morning, the participants went for their field visit to a nearby village called Harigaon, in Sonitpur District of Assam. The team decided to break into groups and go for transact walk with the community people.

Faculty member engaged in community interaction

Three groups were formed and all of them moved

towards different directions for transact walk with the community members. After returning from the transact walk, the participants used various tools like poster making, line art and FGD for engaging with the community members and involved them into participation and discussion.

Community people engaged in discussion with resource person and participants

Technical Session:

After coming back from the field trip, the participants in the evening shared their experiences of engaging with the community members and also visually described their day's activity and things which they have observed and learnt during their visit to the village. They used chart papers for their presentation.

DAY FIVE (9th August, 2013)

Technical Session I:

Dr. Kanchan Malik was the resource person for the day. The over-all agenda that day was to review the existing C4D courses of the various north-eastern universities and formulate a well-structured course on PC based on the changes that the participants introduce in the already existing C4D curriculum. Dr. Malik divided the task into four different sections. Firstly, identifying the units for inclusion into the course; secondly, identifying the readings and necessary course materials; thirdly, drawing relevant case studies for illustration and understanding and the fourth and final section was essentially dedicated for assignments, both practical and other stuffs which the participants would like to do as part of the course.

Technical Session II:

Through a process of rigorous discussion, presentation and continuous consultation, in the evening, the participants finally came up with the model syllabus on C4D which included course description, learning objectives, and unit-wise details and suggested readings.

DAY SIX (10th August, 2013)

Valedictory Session:

Prof. S.K Dutta, Dean, School of Humanities and Social Sciences was the chief guest during the valedictory session of the FDP. Dr. Joya Chakraborty expressed her gratitude to all the participants for their week-long dedicated work and effort. Everyone expressed their feelings about the whole FDP and learning experiences. They forwarded valuable inputs and suggestions which were taken note of and finally, certificates were distributed to all the

Dean awarding certificate to one of the faculty

participants from the hands of the Dean. Ms. Anjuman Borah, Assistant Professor, Dept. of MCJ, TU concluded the meeting by offering her vote of thanks to all the participants and the resource persons.

INTERACTIVE MEET

Ms. Caroline Dendulk, Chief, Advocacy and Communications, UNICEF, India, visited the Department of Mass Communication and Journalism, Tezpur University on September 12, 2013. She was accompanied by the Communication Officer of UNICEF, Assam, Ms. Suchorita Bardhan.

The prime purpose behind the UNICEF team's visit was to initiate an interactive discourse with all the faculty members of the Department of Mass Communication and Journalism, Tezpur University, thereby, re-emphasizing the university's active role and participation to carry forward the collaborative initiative towards paving a more child responsive media environment in the North-East region. The purpose was also to meet the Vice-chancellor and seek for his feedback and consent on whatever proposals and plans the university in general and department in particular could initiate towards achieving the set objectives.

Members from UNICEF:

> Ms. Caroline Dendulk, *Chief, Advocacy and Communications, UNICEF, India*
> Ms. Suchorita Bardhan, *Communication Officer, UNICEF, Assam*

Faculty from Department of MCJ, TU:

Prof. P.J Mahanta, *Head, Department of MCJ, TU*

Dr. P. Anbarasan, *Associate Professor*

Dr. Abhijit Bora, *Associate Professor*

Dr. Uttam Kr. Pegu, *Assistant Professor*

Dr. Bala Lakhendra, *Assistant Professor*

Mr. Perosh Jimmy Daimary, *Assistant Professor*

Ms. Kapou Malakar, *Assistant Professor*

Mr. A. Nagraj, *Assistant Professor*

Dr. Joya Chakraborty, *Sr. Assistant Professor (Project Coordinator, PAVE project)*

Ms. Anjuman Borah, *Assistant Professor (Associate Co-ordinator, PAVE project)*

Other Member:

Mr. Muktikam Hazarika, *Project Assistant, PAVE project*

The meeting started with Dr. Joya Chakraborty giving an overview to Ms. Caroline Dendulk about the various initiatives and projects that have been undertaken during the last few years of collaboration between the Department of Mass Communication and Journalism, Tezpur University and UNICEF.

Dr. Chakraborty briefed Ms. Dendulk about the various activities that have already been accomplished as well as the upcoming events to be organized as part of the ongoing project *PAVE (Participatory Audio Video Experiment in Pedagogy and Practice)* aiming at sensitization and capacity building of media professionals, MCJ faculty, MCJ students, CBO professionals, schools teachers and children's groups by advocating strategic curricular reorientations and concurrent media engagement for facilitating to create a more enabling and child responsive media environment. She gave her a

prelude regarding the continuous hand-in-hand efforts that both the department and UNICEF have been giving towards the fulfillment of this overarching goal focusing on an integrated approach. Ms. Dendulk also used the opportunity to preview productions created as part of the earlier project '*Participatory Communication: Learning to Listen to the Unheard Voices'*.

Highlights of the Interactive Meet:

At the very outset, Ms. Dendulk appreciated the fact that the Department of MCJ, TU has revised the curriculum and restructured its existing Development Communication paper with inclusion of participatory communication component in it. During the discussion, it was arrived at that in the years to come, Tezpur University can consider initiating Communication for Development (C4D) as a special/optional paper in keeping with the current market trends and the demand for C4D professionals in all government flagship programmes, in national as well as international NGOs and agencies.

An important highlight of the meeting was underlining the prospect of Tezpur University introducing a new certificate/diploma programme in Development Journalism for media professionals. The members of the meeting envisaged the idea that in the years to come, the university could begin a Professional Development Programmme on Development Journalism which would have the option of combining on-campus and off-campus learning.

The members also visualized that in the near future, Tezpur University could assume the leadership role within North-East in discussing, conducting orientations and finding ways for inclusion of participatory communication as well as understanding of ethical ways of reporting into the curriculum of the Mass Communication and Journalism syllabi in the respective universities of North-East India.

Finally, through the dialogue, all the faculty and the UNICEF members unanimously agreed to explore the possibilities of initiating a Knowledge Hub on Participatory Communication and C4D for both Academia and Media practitioners and development professionals in Tezpur University. The Hub could also serve as a nodal centre of networking to share knowledge and practices within various parts of the region, stakeholders with the sub-region, nationally as well internationally.

Meeting with the Vice- Chancellor, Tezpur University:

After the meet with the faculty members of the dept. of MCJ, TU, the visiting team from UNICEF met the Vice-Chancellor, Tezpur University, Prof. Mihir Kanti Chaudhuri, for a detailed discussion on the futuristic dimension of collaboration between UNICEF and the university. The team was accompanied by Prof. P. J Mahanta, Dr. Abhijit Bora, and Dr. Joya Chakraborty as representatives from the Department of MCJ, TU.

The prime purpose of the meeting was to share with the Vice-Chancellor (VC) the ideas and plans arrived at during the interactive discourse between the UNICEF team and the faculty members of the Department of MCJ, TU in the earlier part of the day and get his feedback on the same.

Highlights of the meeting with the Vice-Chancellor:

At the outset, Ms. Suchorita Bardhan emphasized on the successful journey that UNICEF and the Department of MCJ, TU had experienced during the last few years of working together. She told the VC about the special connectivity that has evolved between UNICEF and the university during the series of engagements with the department since 2009.

Ms. Bardhan informed the VC about the already accomplished activities under the ongoing project *PAVE (Participatory Audio Video Experiment in Pedagogy and Practice)* and also told him about the different modules

developed during the first activity under the project *PAVE* i.e. the consultative meet. She also mentioned that one of the modules has already been implemented during the Faculty Development Programme organized in the department of MCJ, TU where faculty members from media departments across various universities of North-East India participated.

Ms. Bardhan briefed the VC on the highlights of the discussion between the UNICEF team and the faculty members of the Department of MCJ, TU. The VC lauded the initiative and along with his appreciation for the proposals, suggested that, a new integrated five-year programme in development studies could be explored in the Department of MCJ, TU along with the existing M.A and Diploma programmes offered by the department.

During the meet, the VC was also informed about the proposal for introduction of a new certificate/diploma programme in Development Journalism keeping in mind the current demand for short-term courses on development journalism from the media professionals. Appreciating the idea, the VC opined that the introduction of a diploma programme would be better than the introduction of a certificate programme. He further suggested that the programme should have the option of combining both on-campus and off-campus learning.

The VC insisted that UNICEF should work out the modalities of a partnership and financial implications therein between the two institutions, so that a more meaningful collaboration could be taken up which would not only take forward the cause of children in particular but also serve a larger academic and social purpose in general. He urged on the visiting team to send their proposal and enable the University to take a concrete and positive step in this regard. The Vice-Chancellor assured the visiting team of all support and cooperation from the university authority.

The meeting ended on an extremely encouraging note with the Vice-chancellor and UNICEF delegates agreeing to work in mutual cooperation and UNICEF re-affirming its role to provide technical support to the initiatives and look for further meaningful partnerships with Tezpur University.

WORKSHOP FOR MEDIA STUDENTS

The next component of the project PAVE was a three-day workshop for media students across different North-east Indian universities.

The prime objective of the workshop was to train the upcoming media professionals of media departments across North-east universities towards the philosophy of participatory communication; its nuances and to make them understand how participatory techniques could be used as a tool for social change. The three-day workshop was organized in the dept. of MCJ, TU during **28-30 October, 2013.**

Participants:

Sl No	NAME OF THE STUDENT	INSTITUTE
1	Embassy Lawbei	Mizoram University
2	Jenny Lalmuanpuii	Mizoram University
3	Pooja Gupta	Sikkim University
4	Sujal Pradhan	Sikkim University
5	Mamu Baglari	Dibrugarh University
6	Rishob Dihingia	Dibrugarh University
7	Dibyasnata Talukdar	Gauhati University
8	Alilakshi Borgohain	Gauhati University
11	Debasish Das	Assam University
12	Abhisekh Chakraborty	Assam University
13	Arghadeep Baruah	Assam University

14	Shubhankar Bannerjee	Assam University
15	Bhaskar Dev	Assam Univerxity
16	Talar Yuto	Rajiv Gandhi University, Arunachal Pradesh
17	Moti Pangnam	Rajiv Gandhi University, Arunachal Pradesh
18	Ranjit Kaur	University of Science and Technology, Meghalaya
19	Banya Thapa	University of Science and Technology, Meghalaya
20	N. Romeo Singh	Manipur University
21	Angela Gangte	ManipurUniversity
22	Nirupam Nath	Tripura University
23	Valentina Devbarma	Tripura University
24	Avishek Suman	English and Foreign Languages University
25	Shynna Lyngdoh	English and Foreign Languages University
26	Sanjeev Sharma	English and Foreign Languages University
27	Manaswinee Mahanta	Tezpur University
28	Amrita Ghosh	Tezpur University

Resource Persons:

Sl No.	NAME	ORGANIZATION
1	Vasuki Belavadi	Faculty, Dept. of Communication, University of Hyderabad
2	Debarun Dutta	Programme Manager, Drishti Foundation, Ahmedabad

WORKSHOP PROCEEDINGS:

DAY ONE (28 October, 2013)

The Inaugural Session:

The workshop started with an inaugural session at the Audio/Video studio of the Dept. of MCJ, TU. At the outset, Dr. Joya Chakraborty mentioned that the workshop is an effort to initiate the participants to the concept and philosophy of participatory

Prof. P. J Mahanta delivering his welcome address

communication and to make them equipped with the knowledge to use media as a tool for social change. Prof. P. J Mahanta, HOD of dept. of MCJ, TU delivered his welcome address. He greeted the students, resource persons, other members and wished that the workshop turns out to be fruitful.

Technical Session I

The technical session I involved two exercises for the students. The first exercise was given to break the ice and make the participants comfortable with each other. In this exercise the resource persons tried to know about the various expectations of the participants i.e. what the participants wanted and what they did not expect from the workshop. They also tried to understand the individual skills of the participants i.e. software and equipment they are comfortable with. Resource person Vasuki Belavadi said that participation at the first place should come from within and hence, each of the members was asked to open up their thoughts.

The second exercise given to the students was a scanning exercise where the students were provided with daily newspapers. They were asked to go through the news papers and find out the various news items getting utmost space and prominence. The students were asked to highlight the ownership pattern of the present media houses operating in north-east. They were asked to find out who were the creators of the media content and whether local issues regularly got space and emphasis in the newspapers or not.

Students engrossed in the newspaper scanning exercise

For the exercise, groups were formed. Each of the participants was asked to stand in a circle and accordingly numbers from 1 to 5 were assigned to one after another person standing in the circle. Then each of them having number 1 were made into a group, number 2 into another group and likewise. This resulted in an even distribution of members in one group.

Seven groups were thus formed, each having four members. The students were provided with chart papers and 10 minutes were allowed to complete the exercise. When the exercise was complete the students gave group presentations on their findings.

Technical Session II:

The technical session II involved the screening of various participatory media productions. The prime motive behind the screening was to expose the participants to the participatory media techniques and to make them aware of certain important ends while creating such productions.

Resource persons sharing views with the participants

While discussing, resource person Debarun Dutta stressed on the importance of participatory media as a tool for social change in front of the students. He said that participatory media provides an opportunity to the underprivileged people to expose their culture in front of everyone, discuss about their health issues, spread awareness regarding social malpractices as

well as other issues which usually do not get highlighted in the media but have pertinence to a particular community.

Resource person Vasuki Belavadi presented a bird's eye view on the media and its role within the democratic status of the nation. He stated that there are 28 states constituting the Indian nation, some 250 to 300 media channels, 45 to 50 FM stations, 9 to 10 mobile companies and yet when we analyze what they are covering we see just the affluent and the powerful are being covered. How much of the actual India is covered is a matter of speculation. Another important fact touched upon by him was the question of access to the big media organizations. He said that it is impossible for a common man to just walk into one of the media offices and tell them about his/her problems. Hence, therein lays the importance of participatory media which can provide a unique platform for the unheard voices to be heard.

Throughout the session, the resource persons highlighted about participatory media and the kind of change such media can bring about in the society. The students got an insight to the whole idea of participatory communication. The resource persons also offered them certain tips on how to proceed before actually working in the field.

DAY TWO (29 October, 2013)

Equipped with their classroom experience, on the second day of the workshop, the participants proceeded for their field-work towards Noorbari Tea Estate situated near Napaam, Tezpur in the district of Sonitpur, Assam. After reaching there, each group was provided with an IC recorder. The resource persons asked each group to create one participatory audio production by involving the community people of the estate.

The groups then moved into different directions to interact with the community people.

Students facilitating a community woman to use an IC Recorder

The groups at first introduced themselves to the community people. The community members asked the students about the purpose of their visit. The students told that their visit to the village is part of a workshop organized by Tezpur University and they wanted to create audio productions involving their participation. They told the people that they would be given an opportunity to produce programmes and the topic or issue to be covered should be decided by them. They also told that the students would only facilitate and help them in recording the programme.

However, the children were the ones who became extremely excited when they saw the IC recorder. Without any hesitation, they came forward and showed their desire to learn how to record with the help of an IC recorder.

When asked, the community members talked about the various problems and issues pertaining to them. Accordingly, all the groups started working on creating participatory productions involving the community members.

By the end of the day, few groups were able to complete their recording and the others could not. Those who could not complete their recording, the community people themselves asked the students to come on the next day so that they can stay more prepared and discuss on issues as well as get involved in the recording process.

DAY THREE (30 October, 2013)

On the third day of the workshop, during the first session, the groups who could not finish their recording the previous day, once again went to the Noonbari Tea Estate to meet the community folks. And those who had completed their recording the previous day started editing those productions

Students engaged in editing their productions

That day they were supposed to edit their work after coming from the field and then disseminate their productions in the evening. Accordingly, after returning from the field all the participants immediately got busy with their post-production work and prepared for the evening's presentation.

The concluding session saw presentations of various productions that the groups had come up with after their stint in the field. The resource persons Vasuki Belavadi and Debarun Dutta initiated the discussion.

This session basically brought out the challenges faced by the groups during the field work and interaction with the community. Most of the productions

screened during this session revolved around issues concerning the community people such as financial insecurity, lack of education, inadequate drinking facilities, infrastructural problems, unemployment, alcoholism, domestic violence and so on.

Every group shared their feelings and experiences during this session. Most of the participants agreed to the fact that though planning on paper is necessary, it does not really match up to the actual situation in the field and is of little help.

Observations of the students:

Some of the important observations of the students during the field work were:

1. Initially, there was a lack of response from the community people. So, participants had to struggle a little in convincing and building trust of the community people;

2. The women were more pro-active than men as far as participation was concerned;

3. The kids were very much co-operative and freely shared their feelings;

4. Prior information should be given to the members before moving into a community for field work;

5. Adequate time is required to know the demography and history of the place;

6. Certain points like who to ask and what to ask are to be kept in mind by the facilitators of participatory media.

Observations of the resource persons:

Vasuki Belavadi observed that the workshop has touched upon "facilitating the facilitators" to the utmost extent. Some of the important points highlighted by resource persons at the end of the presentations are:

1) Shocks and surprises are necessary hazards to push forward. The obstacles faced in the field must not deter the participants in their endeavour;

2) Every community has its own potentials. Only thing required is to realize those potentials which often remain unrecognized due to self biases. The only way to overcome those biases is to pro-actively engage oneself with the community people and create learning-learning situations;

3) Participatory media initiatives cannot be a touch and go process and need to be followed with a robust sustainability plan;

Referring back to the first day of the workshop, Debarun Dutta asked the students whether their expectations from the workshop were fulfilled. On the line of thought of the entire workshop Debarun Dutta commented, "We have won the battle. We have not taught you all anything; rather you all have taught yourselves everything."

The co-ordinator, Joya Chakraborty asked to the students to share their feelings regarding the workshop. One participant Dibyasnata Talukdar from Gauhati University said that the workshop has enabled them to learn many practical as well as theoretical aspects of participatory media.

Another member Arghadeep Baruah from Assam University said that the new knowledge gained in the workshop has given a new dimension to his

thoughts and he would definitely use that effectively whenever he interacts with the community people in the near future.

The workshop co-ordinator said that, that was the second such workshop organized for the media students, the first workshop been conducted with the students of the dept. of MCJ, TU in 2012.

She expressed her sheer happiness on the overwhelming response she had received when she invited the media departments from all north-east universities to send their students for a workshop on participatory communication.

Dr. Chakraborty asked the students to carry back the message that in future, if there are specific interests to conduct such workshops or if there are other means in which other media departments of north-east India would want larger involvement and partnership among departments, that could be done as a new network has already been developed which could be utilized for accomplishing the set agenda.

Finally, the coordinator expressed her vote of thanks to all the participants for their week-long dedicated work and effort. Prof. P.J Mahanta, HOD, dept. of MCJ, TU gave away certificates to all the participants and thus, the session came to an end.

PROFESSIONAL DEVELOPMENT PROGRAMME (PDP)

In initiating a more responsible media setting within the state of Assam, the role of media in assuming a leadership position is crucial. Hence, as a component of the project PAVE, a four-day Professional Development Programme (PDP) was organized in the dept. of MCJ, TU during 9 to 12 December, 2013. The prime objective of the PDP was to inspire media

professionals towards development journalism and create necessary space for participatory content in their respective media enterprises.

Journalist Participants:

Sl. No	NAME	ORGANIZATION	CONTACT NO.
1	Gautam Kr. Borah	News Live	9435025685/9864887118
2	Kamal Borah	Doordarshan Guwahati	9435287379
3	Debasish Baruah	The Assam Tribune	9706956201
4	Dipen Borah	Dainik Janambhumi	9435185151
5	Ranjit Kakati	Ajir Dainik Batori	9864562140
6	Samir Kar	Dainik Jugasankha	9435080799
7	Raj Kr. Mahanta	Asomiya Pratidin	9435197601

Resource Persons:

Sl. No.	NAME	ORGANIZATION	CONTACT NO.
1	Samudra Gupta Kashyap	Indian Express	9435048049
2	Usha Rai	Former Deputy Director, PIB	9830028644
3	Snehasis Sur	Doordarshan, Kolkata	9810371911

PDP PROCEEDINGS:

DAY ONE (9th December, 2013)

Inaugural Session:

Prof. S.K Dutta addressing the participants during the inaugural session

The PDP began with an inaugural session where Prof. S.K Dutta, Dean, School of Humanities and Social Sciences, Tezpur University was invited as the chief guest. Prof. P.J Mahanta, Head Dept. of MCJ, TU was also present during the session.

Prof. Dutta shared his experience of being associated with the PAVE initiative since the beginning of the project. He spoke about the overwhelming response and active participation of the resource persons and participants in the earlier initiative undertaken as part of the project. Speaking on the occasion, Prof. Mahanta welcomed all the participants to the four-day event and conveyed about the successful and enriching journey that UNICEF, Assam and the dept. of MCJ, TU have had during the last few years of working together. He wished that with all participation of the journalists, invited resource persons and organizers of the PAVE project, the workshop turns out to be an exercise of significance and meaning.
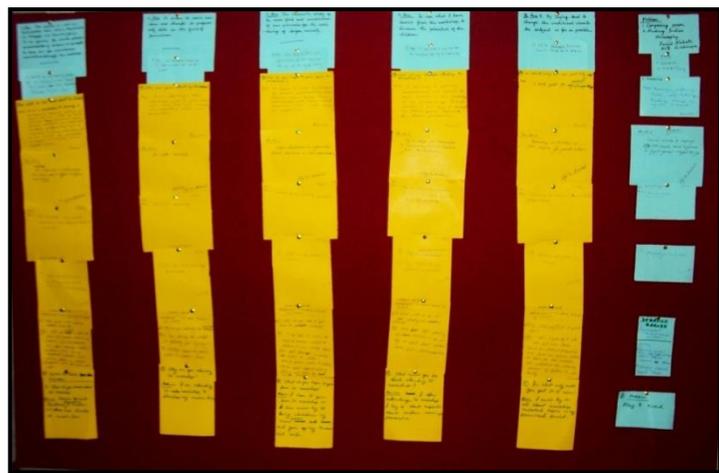
Technical Session I:

During the technical session I, the co-ordinator, Dr. Joya Chakraborty elucidated about the background of the project. She shortly talked about the

earlier projects 'Tune in to Kids' and 'Participatory Media- Learning to Listen to the Unheard Voices' undertaken by the dept. of MCJ, TU in collaboration with UNICEF, Assam. She also talked about the various modules developed during the consultative meet and also about the completed events of the project PAVE. She highlighted about the larger framework of the initiative saying that it is only through meaningful partnerships, continuous deliberations and capacity building that development per se could be achieved and change brought in the society.

The participants were then asked to introduce themselves to everyone. After the formal introduction, the video 'Happy Ever After' was shown to them so that they could comprehend the context of the PDP as well as to set the tone for the next few days of working together.

The technical session I involved an exercise for the participants where Dr. Chakraborty asked the participants to jot down and share their expectations from the workshop on small pieces of chart papers so that those could be referred back to at the end of the workshop.

Written-on chart paper pieces highlighting expectations of the participants

Technical Session II:

The technical session II involved an interactive session with Prof. P. J Mahanta as the resource person. Prof. Mahanta spoke extensively about the role of media in the development process. During the interaction, he said

that a journalist should try to report a particular issue without taking resort to sensationalism and unnecessary exaggeration. He also talked about conflict sensitive journalism underlining that a particular news report should never disturb or provoke a reader to engage into further conflicts. He said that journalists should try to mitigate a conflict situation and foster peace through their good and sensitive reporting.

The session involved an exercise where Dr. Joya Chakraborty asked the participants to tell about their experiences of reporting on common people's issues. She asked the participants to elaborate their experiences under the following-

1) Example of issue covered;
2) Response;
3) Any additional skills required to cover such stories?

Prof. P.J Mahanta interacting during the technical session II

The purpose of the exercise was to learn about the previous experiences of the journalists in the field of development reporting as well as the difficulties they faced while doing so. All the participants shared their previous experiences of involving in development reporting and the kind of response they received after covering the issue.

DAY TWO (10th December, 2013)

Technical Session I:

On the second day of the PDP, resource person Mr. Samudra Gupta Kashyap elaborated on the concept of community. He discussed about the various
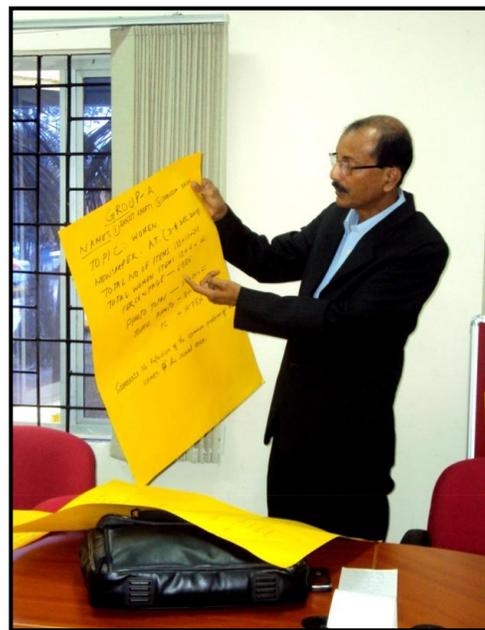
issues revolving a particular community.

He also highlighted on how voices of the marginalized and the underprivileged sections of the society often remain unheard in the media.

Mr. Kashyap emphasized on the various development needs of a community and said that as journalists, it is their prime responsibility to report on those people adjusting within the so called systematic constraint they have in the system. He talked about the various millennium development goals as well as the different development policies with special reference to women and children.

Mr. Kashyap then elaborated how development communication could be used as a tool for social change. Citing examples, he highlighted how media and development are invariably linked to each other and how media could be used as a means for bringing about change in the society.

Mr. Kashyap told that in development journalism, all that is required is the nose for development news and the urge to see change. He told that journalists should know how to identify human interest news items and news points.

The participants were then given a scanning exercise to perform. They were asked to form groups of two persons each. Each group was provided with daily newspapers of the last 10 days. They were asked to find out (in percentage) how many news items (including photographs) were covered on children,

Mr. Samudra Gupta Kashyap perorating on the current trend in News coverage by media

women and health in the given newspapers. Each group was provided with chart papers for the purpose. When the exercise was complete the participants gave group presentations on their findings.

The purpose behind the scanning exercise was to make the participants realise about the current media scenario and the amount of coverage given to children/women and health issues by the media.

Technical Session II:

Participants interacting with the Krishi Vigyan Kendra officials

During the second session, all the participants were taken to Krishi Vigyan Kendra, Sonitpur for their field experience. The participants interacted with the officials of Krishi Vigyan Kendra and came across many success stories of the organization.

On returning back, the resource person asked the participants to share their experice regarding the field visit. He asked how different the experience was for the participants when compared to their regular way of collecting news and doing research. The resource person pointed out the key comments and observations of the participants and said that they have taken up the first step towards a more responsible journalism by engaging in such an initiative.

DAY THREE (11th December, 2013)

Technical Session I:

On the third day of the PDP, Ms. Usha Rai and Mr. Samudra Gupta Kashyap were the resource persons for the first session. The resource persons introduced the participants to various acts, laws and issues relating to child rights.

The media professionals were briefed about the various acts on child rights. Different acts such as Convention on Child rights (CRC), Right to Education (RTE), Child Labour Prohibition & Regulation Act, Orphanages and other Charitable Homes Supervision and Control act, Child Marriage Restrain Act, etc. were discussed during the session.

Technical Session II:

Usha Rai and Snehasis Sur sharing their views

Ms. Usha Rai and Mr. Snehasis Sur were the resource persons during the technical session II. At the beginning of the session, Ms. Rai elucidated on her experience of working in the field as a development journalist. She then discussed about the current child-right issues on which journalists would like to write on. She also talked about the issues such as the state of orphanages, child-trafficking, child labour, corporal punishment, sexual

violence against children which are currently making news and concerning child-rights.

Mr. Snehasis Sur finally gave a presentation on covering a press conference where he gave important tips on how to cover a press conference. He said that as journalists it is important that they invest incessant effort in upgrading their skills whenever they get the opportunity to do so.

DAY FOUR (12th December, 2013)

Technical Session I:

At the begginning of the session, Ms. Suchorita Bardhan, Communication Officer, UNICEF, Assam spoke about how meaningful collaborations between various stakeholders could lead to all-round development in the society. She told that journalists play an important role in society and are

Suchorita Bardhan speaking to the participants

responsible for contributing towards development. She underlined the reason for bringing in resource persons who are journalists for the four-day event. She said that resource persons, Samudra Gupta Kashyap, Usha Rai and Snehasis Sur have done commendable work in the field of development journalism and hence, looking at them; the journalists could get inspiration and learn innovative ideas to replicate such similar work in their own field.

Mr. Snehasis Sur then deliberated on the skill development of journalists at the grass root level. He spoke extensively on the concept of narrative journalism- its types, principles and possibilities.

After that, he participants were introduced to the acts and guidelines regarding ethical reporting on children. Both the resource persons, Usha Rai and Snehasis Sur discussed extensively about the ethical aspects involved while interviewing a minor person. They highlighted the various sections and articles laid down by Indian law which safeguard the rights of children.

Technical Session II:

Resource person, Usha Rai discussed on various development stories revolving around children during the technical session II. She reflected interesting stories where children's issues were discussed and highlighted. She talked about how to create space for such positive contents and stories and disseminate those in front of the public.

Dr. Joya Chakraborty and Prof. P.J Mahanta during the mock press conference

At the end of the session, a mock press conference was held where the participants were addressed by Prof. P.J Mahanta, and Dr. Joya Chakraborty. Prof. Mahanta spoke about the current initiative PAVE and the purpose behind embarking on such a collaborative project with UNICEF, Assam. He said that the prime motive behind such a project was to sensitize people regarding the need of ethics in journalism

and also initiating the process of participatory communication at all levels-children, media and academics.

Dr. Chakraborty on the other hand told that the dept. of MCJ, TU always had the commitment towards making or creating socially sensitive media professionals and that is the reason the curriculum had been shaped accordingly where development journalism forms an integral part of the M.A curriculum. She told about the programme called Mobile and Multi-media Communication offered by the department where the entire emphasis is on using multiple media platforms or multi-media technology including mobile technology towards social change. Dr. Chakraborty said that the students during their entire period of stay in the department are oriented towards becoming more socially responsible individuals as well as more responsible media professionals.

Dr. Chakraborty then talked about the department's collaboration with UNICEF Assam. She said that the department always felt a dearth of sensitivity in the larger media environment. Being a central university in the north-east region, Tezpur University had

Participants attending the mock press conference

commitment towards the larger society which formed the rationale for partnering with UNICEF Assam.

"UNICEF having a focus primarily on children, we oriented our programme towards creating better participatory space for children in media. That is

how we started our journey. The journey is still continuing showing us fruitful results", said Dr. Chakraborty .

When asked by one of the journalists, Dr. Chakraborty told about *Vistas,* the annual mega media festival of the dept. of MCJ, TU which was first organized in the year 2009. She told that in 2010, the department collaborated with UNICEF, Assam for conducting the event.

At the end of the mock press conference, the co-ordinator thanked all the participants for their collective effort during the four-day event. Communication Officer, UNICEF Assam, Ms. Suchorita Bardhan also expressed her sincere gratitude to all the participants and resource persons for contributing to the workshop.

The participants too expressed their sheer happiness for having been able to be a part of the workshop and contribute towards the initiative. Each of them shared their experiences of working together and expressed their extreme desire to further co-operate whenever required.

WORKSHOP FOR CBO/CSO/NGO PROFESSIONALS

Participants:

Sl. No	NAME	ORGANIZATION	CONTACT NO.
1	Neelima Bezbaruah	All Assam Maina Parizat, Tezpur	9954212931
2	Momi Adhyapak	All Assam Maina Parizat, Tezpur	9435521744
3	Mohan Ch. Dutta	All Assam Maina Parizat, Sivasagar	9435743384
4	Tarun Ch. Nath	All Assam Maina Parizat, Sivasagar	9854673906
5	Rimakshi Lahkar	Assam Mahila Samata Society, Sonitpur	9854460495
6	Jaya Devi	Assam Mahila Samata Society, Sonitpur	9435521764

7	Bongte Elvin	The EAST, Tezpur	8402933607
8	Israel Sanga	Diocesan Board of Social Service	9859897011
9	Bishnu Munda	Maandal, Tezpur	9678147955
10	Augustin Nag	Maandal, Tezpur	9854619867
11	Dhruba Jyoti Das	Mahila shakti Kendra (MASK)	8011287517
12	Abhilasha N.S	Mahila Shakti Kendra (MASK)	9916147208

Resource Persons:

Sl. No.	NAME	ORGANIZATION	CONTACT NO.
2	Debarun Dutta	Drishti Foundation, Ahmedabad	09422473781
3	Prabir Bose	Vikalp Kriya, Mumbai	09726936572

The workshop for CBO/CSO/NGO professionals organized during 13-14 December, 2013 was the final component of the project PAVE.

The prime objective of the workshop was to train CBO/CSO/NGO professionals on the philosophy of participatory communication and to facilitate them in understanding how participatory techniques could be used as a tool for social change.

The three-day workshop witnessed active participation from members and representatives of various organizations such as Maina Parizat, Sivasagar; Assam Mahila Samata Society, Sonitpur; The East, Tezpur; Diocesan Board of Social Service; Mahila Shakti Kendra; and Maandal, Tezpur.

DAY ONE (13th December, 2013)

Inaugural Session:

The technical session I started with a short inaugural ceremony. The co-ordinator, Dr. Joya Chakraborty briefly spoke about the initiative PAVE and the context for conducting the workshop for CBO/CSO/NGO professionals. She introduced the two resource persons and the organizers of the workshop to the gathering.

Anjuman Borah, Dr. Joya Chakraborty and Prof. P.J Mahanta during the inaugural gathering

In his welcome address, Prof. P.J Mahanta, Head, dept. of MCJ, TU appreciated all the participants for partaking in the workshop. He said that their participation would contribute towards a larger initiative and a noble goal. He wished that the two-day workshop turns out to be a fruitful endeavour for everyone involved.

Technical Session I:

The resource persons, Debarun Dutta and Prabir Bose involved the participants in an ice-breaking exercise at the beginning of the technical session I.

Resource person Prabir Bose asked everyone to stand up and form groups as per the month of birth of the participants. He asked one person from the group to introduce the other members of his/her group.

After the first round of introduction was complete, Mr. Bose again asked the participants to form groups in terms of the number of languages they know. Again, the participants were asked to introduce each other in front of everyone.

After the second set of groups was formed, the resource person once again asked the participants to form new groups in terms of the number of places they have visited. New set of groups were again formed.

The resource persons and organizers also involved themselves in the exercise. The participants found the exercise exciting as every time new groups were formed and they got introduced to all the members of the workshop very easily.

The purpose of the exercise was to break the ice and make the participants comfortable with each other. At the beginning of the session, all the participants were sitting in their own groups. But during the exercise, all the groups got reshuffled and everybody got to know each other and became comfortable.

The second exercise of the session was to form groups of two people where the participants were required to tell about the organizations they were working for along with the expectations they had from the two-day workshop. But the criterion was that the two persons in the group will not talk about

Prabir Bose and Debarun Dutta interacting with the participants

their own organizations or his/her own expectations; rather, he or she will

talk about the other person's organization and the expectations his/her group partner have from the workshop.

After the completion of the exercise, resource person Debarun Dutta asked the participants whether they were happy with the way their partners had depicted about the organization they work for and the expectations they have from the workshop. He asked the participants whether that they felt that their partner was not able to tell things properly. He further emphasized on the same by saying that whether for a moment they felt like it would have been better, if they themselves were given the opportunity to talk about themselves rather than somebody else.

The purpose of the exercise was to learn about each other's organization, understand individual expectations and to highlight on the fact that when somebody else tries to depict us without giving us an opportunity to speak about ourselves, there remains a sense of dissatisfaction and the risk of getting wrongly or inappropriately depicted.

Resource person Debarun Dutta hence said, "There can be nobody who understands us better than ourselves. It is only we who know about our own problems and issues better than anybody else."

Technical Session II:

During the technical session II, the participants were given a brief orientation on the importance of dialogue and communication in day to day activities. The communication process and the role of noise was tried to understand through a role play activity.

This session involved the participants into a role play exercise. Two groups were formed for the activity. One group played the role of government representatives and the other group played the role of community members of a village. The context of the role play was a scenario where the

government agents need to convince the people of the village to establish tube wells in the village.

Participants taking part in the role play activity

During the role play, the representatives had a telephonic conversation to the village head of the community communicating that 10 tube wells would be established in their village and they want the village people to decide on which would be the select houses where the tube wells would be placed. They told that they would want to meet the community people to convince them accept the water scheme. A particular date was fixed for the meeting.

But during the conversation, there was immense noise due to which the message could not be passed on smoothly to the village head. To create the noise, one of the participants was asked to continuously clap with his hands during the conversation.

On the day of the meeting with the community people, the government agents were given five minutes to convince the village people to accept and approve the water scheme in presence of the village head. But during discussion, conflicts arose between the government agents and the village people on several grounds and ultimately, the scheme could not get approved. The village people were not happy with the scheme and demanded for more tube wells to be established in their village.

The purpose of the role play activity was to make the participants comprehend the process of communication and the conflicts that often arise between different groups of people during that process of communication.

DAY TWO (14th December, 2013)

Technical Session I:

At the beginning of the session, the participants were asked to give feedback on the previous day's activities and share about the difficulties in understanding and confusions they had. The resource persons listened to the participants and tried to clear the confusions they had.

Project Assistant, Muktikam Hazarika jotting down the purposes of communication articulated by the participants

After that, the resource persons gave an exercise to the participants. The exercise was to define the purpose of communication. All the participants came up with various purposes of communication and all of them were written on the white board by project assistant Muktikam Hazarika.

The purpose of the exercise was to give the participants a detailed understanding about how communication could be used as a tool in influencing and motivating people towards development. The resource persons wanted the participants to think and come up with various purposes

of communication which could make it easier for them to understand the communication process better.

The second exercise of the session was to brainstorm on the various media that the participants have come across in their day to day life.

Resource person Prabir Bose provided pieces of chart papers to the participants to write the names of various media they have come across. Three heads- inter personal communication, group communication and mass communication were given and accordingly, the participants segregated the various media under those heads.

Participants engaged in the brainstorming task

The purpose of the exercise was to make the participants think on the various vehicles through which effective communication could take place.

Through this exercise the participants could realize the possibility of using media as a tool for bringing about development in the society.

Technical Session II:

The first exercise of the technical session II was to self-evaluate the previous day's role play by the participants.

Resource person, Debarun Dutta laid down a few questions in front of the participants while evaluating the previous day's play.

Questions put forward by Debarun Dutta:

Questions for the participants enacting as government representatives	*Questions for the participants enacting as village people*
• Programme/ Activity objective? • Purpose of communication? • Medium (which & why did you choose?) • Message (What was the message and how did you decide?) • What will you change if given a chance?	• What was the need? • Purpose of communication? • Did you choose your medium and message? How? • Would you want to do it differently if given a chance?

Debarun Dutta throwing a volley of questions to the participants during the self- evaluating exercise

The technical session II also involved the screening of a participatory video production. All the participants shared about their feelings after watching the video. The prime motive behind the screening was to expose the participants to the participatory media techniques.

While discussing with the participants, resource person Prabir Bose stressed on the importance of participatory media as a tool for social change in front of the participants. He said that participatory media provides an opportunity to the underprivileged people to expose their culture, discuss about their health issues, spread awareness regarding social malpractices as well as other issues which usually do not get highlighted in the media but have pertinence to a particular community.

Finally, all the participants shared their learnings from the two-day workshop. The resource persons also shared their experiences regarding the two-day workshop and hoped that the participants utilize the learnings from the workshop while working in the field.

Observations of the participants:

Some of the important observations of the participants were-

1) The participants suggested that in future if such workshops are conducted, the workshops should be of longer duration as they felt that two days are not enough to grasp a concept totally;

2) Such workshops should be regularly organized where different people get to meet each other, work together, discuss new ideas and learn things.

Observations of the resource persons:

Some of the important points highlighted by resource persons at the end of the presentations are:

1) Every community has its potentials and it is important to realize those potentials which often remain unrecognized due to self biases. It is important to overcome those biases through pro-actively engaging with the community people and creating learning-learning situations;

2) Participatory media initiatives cannot be a touch and go process and need to be followed with a robust sustainability plan.

Referring back to the first day of the workshop, Debarun Dutta asked the participants whether their expectations from the workshop were fulfilled, to which the participants responded in positive.

Finally, the coordinator Dr. Joya Chakraborty expressed her vote of thanks to all the participants for their two-day long dedicated work and effort.

UNICEF co-ordinator Ms. Suchorita Bardhan also thanked the CBO/CSO/NGO professionals for participating in the workshop hoping that whatever the participants have learnt during the two-day workshop, they would definitely try to implement and utilize those in the near future.

STATEMENT OF EXPENDITURE (SOE)

NAME OF THE ORGANISATION : **Tezpur University MCJ Project**

FOR THE PERIOD FROM : June TO December 2013

PROGRAMME DESCRIPTION: Participatory Audio Video Experiments in Pedagogy and Practice

Amount in Rs.

Sl. No.	Budget Head / Activity	TOTAL APPROVED BUDGET	SOE Q1 Jun - Oct 13	SOE Q2	SOE Q3	SOE Q4	Cumulative Expenditure	Balance	Variance %	Remarks/ Reasons for excess expenses if any	Vrs Ref / Ledger Folio ref for expenses reported for current
A	B	C	D	E	F	G	H=D+E+F+G	I = C-H	J=H/C*100		
1.0	**Consultation for training module development**										
1.1	Remuneration (6 Resource Persons)	90,000.00	81,000.00				81,000.00	9,000.00	0.90		
1.2	Air Travel	53,000.00	52,057.00				52,057.00	943.00	0.98		
1.3	Local conveyance at place of origin (4 Resource Persons)	7,200.00	7,200.00				7,200.00	-	1.00		
1.4	Taxifare from LGBI Airport to TU campus (4 Resource Persons) (3 national + 1 regional WB)	24,000.00	24,000.00				24,000.00	-	1.00		
1.5	To and fro Taxifare from Guwahati to TU campus (2 Resource Persons)	14,000.00	6,400.00				6,400.00	7,600.00	0.46		
1.6	Conveyance for regional media editors	15,000.00	9,000.00				9,000.00	6,000.00	0.60		
1.7	Accomodation & Food (6 Resource Persons)	14,400.00	14,400.00				14,400.00	-	1.00		
1.8	Food/Refreshments	16,500.00	11,900.00				11,900.00	4,600.00	0.72		
1.9	Local transport	6,000.00	8,000.00				8,000.00	(2,000.00)	1.33	Field work component for participants had to be incorporated on request of resource persons	
2.0	Workshop File and Kits	5,250.00	5,229.00				5,229.00	21.00	1.00		
2.1	Rapporteur for the Workshop (by a former student)	1,500.00	1,500.00				1,500.00	-	1.00		
2.2	Publicity (on actuals)	3,000.00	3,668.00				3,668.00	(668.00)	1.22	Multiple publicity elements had to be designed and printed to liason with media organizations	
2.3	Incidentals (stationary, phone, fax) (on actuals)	2,000.00	2,402.00				2,402.00	(402.00)	1.20	For printing of publicity materials and the modules developed	
2.4	Travel for organizers to facilitate consultation meeting	18,000.00	18,000.00				18,000.00	-	1.00		
	Sub Total	**2,69,850.00**	**2,44,756.00**	-	-	-	**2,44,756.00**	**25,094.00**	**0.91**		
3.0	**Training of MCJ Faculty**										
3.1	Remuneration (5 Resource Persons)	70,000.00	56,000.00				56,000.00	14,000.00	0.80		
3.2	Air Travel	75,000.00	45,922.00				45,922.00	29,078.00	1.00		

Sl. No.	Budget Head / Activity	TOTAL APPROVED BUDGET	SOE Q1 Jun - Oct 13	SOE Q2	SOE Q3	SOE Q4	Cumulative Expenditure	Balance	Variance %	Remarks/ Reasons for excess expenses if any	Vrs Ref / Ledger Folio ref for expenses reported for current
3.3	Local conveyance at place of origin (5 Resource Persons)	9,000.00	7,200.00					7,200.00	1,800.00	0.80		
3.4	To and fro Taxifare from LGBI Airport to TU campus (5 Resource Persons)	30,000.00	24,928.00					24,928.00	5,072.00	0.83		
3.5	Accommodation & Food (5 Resource Persons)	11,250.00	8,250.00					8,250.00	3,000.00	0.73		
3.6	Accommodation & Food for outstation participants	45,000.00	16,800.00					16,800.00	28,200.00	0.37		
3.7	FDP lunch + Refreshments	37,500.00	21,210.00					21,210.00	16,290.00	0.57		
3.8	Training File and Kits	4,000.00	3,980.00					3,980.00	20.00	1.00		
3.9	Rapporteur	2,500.00	2,500.00					2,500.00	-	1.00		
4.0	Publicity	1,000.00	1,056.00					1,056.00	(56.00)	1.06		
4.1	Incidentals (stationary, certificates etc)	2,000.00	1,389.00					1,389.00	611.00	0.69		
	Sub Total	2,87,250.00	1,89,235.00	-	-	-	-	1,89,235.00	98,015.00	0.66		
5.0	FDP 2 Logistics											
5.1	Accommodation & Food for outstation participants	22,500.00	-	-				-	22,500.00	-		
5.2	FDP lunch + Refreshments	15,000.00	5,996.00					5,996.00	9,004.00	0.40		
5.3	Rapporteur	1,000.00	500.00					500.00	500.00	0.50		
	Sub Total	38,500.00	6,496.00	-	-	-	-	6,496.00	32,004.00	0.17		
6.0	Participatory media workshop for MCJ students											
6.1	Remuneration (2 National Resource Perscns)	42,000.00	42,000.00					42,000.00	-	1.00		
6.2	Air Travel (from Hyderabad and Ahmedabad)	28,000.00	38,233.00					38,233.00	(10,233.00)	1.37	Flight fares escalated by the booking date	
6.3	Local conveyance at place of origin (2 Resource Persons)	3,600.00	3,600.00					3,600.00	-	1.00		
6.4	To and fro Taxifare from LGBI Airport to TU campus (2 Resource Persons)	12,000.00	12,144.00					12,144.00	(144.00)	1.01		
6.5	Accomodation & Food (2 Resource Persons for four days)	4,800.00	4,000.00					4,000.00	800.00	0.83		
6.6	Food and Refreshments for 20 participants	18,000.00	39,135.00					39,135.00	(21,135.00)	2.17	The resource persons had food with the participants and there were more number of participants than budgeted	
6.7	Accomodation for student participants	8,000.00	10,380.00					10,380.00	(2,380.00)	1.30	There were more number of participants than budgeted	
6.8	Workshop File and Kits	2,000.00	2,800.00					2,800.00	(800.00)	1.40	There were more number of participants than budgeted	

Sl. No.	Budget Head / Activity	TOTAL APPROVED BUDGET	SOE Q1 Jun – Oct 13	SOE Q2	SOE Q3	SOE Q4	Cumulative Expenditure	Balance	Variance %	Remarks/ Reasons for excess expenses if any	Vrs Ref / Ledger Folio ref for expenses reported for current
6.9	Rapporteur for the Workshop	1,500.00	1,500.00				1,500.00	-	1.00		
7.0	Publicity (on actuals)	1,000.00	264.00				264.00	736.00	0.26		
7.1	Stationary, certificates etc (on actuals)	2,500.00	2,595.00				2,595.00	(95.00)	1.04		
7.2	Local travel during field work	30,000.00	13,634.00				13,634.00	16,366.00	0.45		
7.3	Travel for student participants (on actuals)	-	30,544.00				30,544.00	(30,544.00)	100.00		
	Sub Total	1,53,400.00	2,00,829.00	-	-	-	2,00,829.00	(47,429.00)	1.31		
8.0	Training of media professionals (PDP)										
8.1	Remuneration (2 National Resource Persons)	14,000.00						14,000.00	-		
8.2	Remuneration (3 Regional Resource Persons)	18,000.00					-	18,000.00	-		
8.3	Air Travel (from Hyderabad)	15,000.00					-	15,000.00	-		
8.4	Air Travel (from Lucknow)	13,000.00					-	13,000.00	-		
8.5	Local conveyance at place of origin (2 Resource Persons)	3,600.00					-	3,600.00	-		
8.6	To and fro Taxifare from LGBI Airport to TU campus (2 Resource Persons)	12,000.00					-	12,000.00	-		
8.7	To and fro Taxifare from Guwahati to TU campus (2 Resource Person)	12,000.00					-	12,000.00	-		
8.8	To and fro Taxifare from Shillong to TU campus (1 Resource Person)	9,000.00					-	9,000.00	-		
8.9	Accomodation & Food (4 Resource Persons for three days)	11,250.00					-	11,250.00	-		
9.0	Accomodation & Food (12 participants)	42,000.00					-	42,000.00	-		
9.1	Refreshments during workshop and fieldwork	4,800.00					-	4,800.00	-		
9.2	Training File and Kits	1,800.00					-	1,800.00	-		
9.3	Rapporteur for the Workshop	2,000.00					-	2,000.00	-		
9.4	Publicity (on actuals)	1,000.00					-	1,000.00	-		
9.5	Stationary, certificates etc (on actuals)	4,000.00					-	4,000.00	-		
	Sub Total	1,63,450.00	-	-	-	-	-	1,63,450.00	-		
	Project Management Support										
10.0	Salary for Project assistant	56,000.00	33,867.00				33,867.00	22,133.00	0.60		
10.1	Office support assistant	3,500.00	2,500.00				2,500.00	1,000.00	0.71		
10.2	Travel for organizers and project assistants	12,600.00	9,200.00				9,200.00	3,400.00	0.73		
	Sub Total	72,100.00	45,567.00	-	-	-	45,567.00	26,533.00	0.63		
	TOTAL	9,84,550.00	6,86,883.00	-	-	-	6,86,883.00	3,43,234.00	0.65		

Six lakh eighty six thousand eight hundred eighty three only

Advance Opening Balance if any   Rs.   0

Add :Advance received during reporting period   5,01,000.00

TOTAL   5,01,000.00

Less : Expenses for the reporting period   6,86,883.00

Closing Balance (+/-)   (1,85,883.00)

Registrar, TU
Registrar
Tezpur University
Napaam, Tezpur

Finance Officer
Finance Officer
Tezpur University

Staff Professor
Assistant Professor
Coordinator
Mass Communication & Journalism Deptt.
Tezpur University, Tezpur(Assam)