

DCE Department Activities (2023-24)

TRAINING/WORKSHOPS/SEMINARS

Immersive Workshop on Mapping SBC outcomes & Community Media

On October 18, 2023, an immersive workshop titled "Mapping SBC Outcomes & Community Media" was hosted by Prof. Vinod Pavarala from the Centre for Social & Behaviour Change, Department of Development Communication & Extension at Lady Irwin College. The workshop attracted over 100 undergraduate and postgraduate students. Attendees from both levels, specializing in DCE, presented their proposals on leveraging community media to facilitate strategic social and behavior change, which was followed by expert insights from Prof. Pavarala, a Professor of Communication and UNESCO Chair on Community Media at the University of Hyderabad. The event received positive feedback from students, faculty, and PhD scholars alike.



Assessment of trauma and mental health in humanitarian settings using quantitative and qualitative research methods

On March 6, 2024, a session titled "Assessment of Trauma and Mental Health in Humanitarian Settings Using Quantitative and Qualitative Research Methods" was held for 38 Master's students and PhD scholars from the DCE department. The event featured Dr. Manasi Sharma, a Research Scientist at Harvard TH Chan School of Public Health, who joined via Google Meet. Professors Archana Kumar and Aparna Khanna welcomed her to the session. Dr. Sharma discussed various research methodologies applicable to populations affected by conflict and post-conflict situations, dividing her presentation into three sections: quantitative, qualitative, and mixed methodologies, each illustrated with case studies from different African nations. She covered the conceptual model, tool development, data collection methods, measurement techniques, and result representation, while also explaining how they adapted standardized scales to account for social and geographical differences. The session emphasized the importance of mixed methods and anthropological research in culturally adapting Western measurement tools, as well as the value of community-based participatory methods involving local staff and translators. Dr. Sharma highlighted the role of traditional healers, religious and community leaders, and community health workers in enhancing access to and acceptance of care.



NGO registration and FCRA law

On March 21, 2024, a guest lecture on NGO registration and FCRA law was held for 60 undergraduate students studying NGO management. Dr. Subramania Siva, a retired Joint Deputy Director from the Ministry of Home Affairs, was the expert speaker. The event began with a warm welcome to Dr. Siva, who provided a presentation outlining the NGO registration process and clarified key concepts. He then explained the FCRA law and its essential regulations. Sharing his experience as a social worker post-retirement, Dr. Siva discussed his own NGO's work across various communities and age groups. Drawing on 17 years of experience, he highlighted important aspects of NGO management and initiatives aimed at community upliftment.



Innovations in rural healthcare: The DigiSwasthya Way

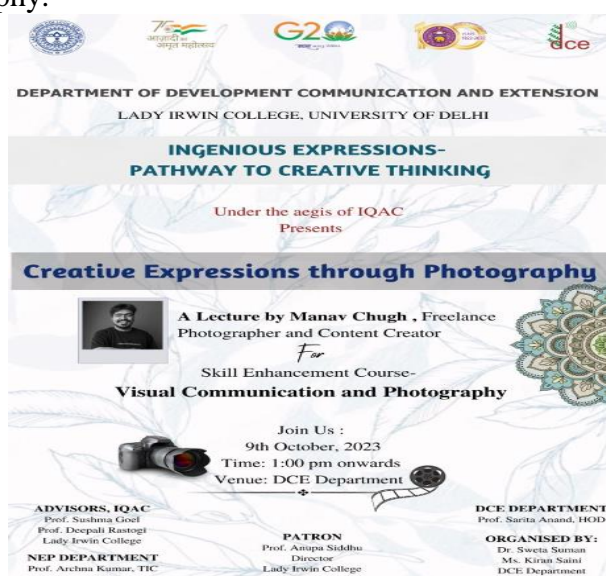
On March 7, 2024, a session titled "Innovations in Rural Healthcare: The DigiSwasthya Way" was organized for 70 postgraduate and undergraduate students. Sandeep Kumar, the Founder of

DigiSwasthya, conducted the session, sharing his experiences in running an innovative NGO that has received recognition for its impactful work at various national and international forums.



Ingenious Expressions - Pathway to Creative Thinking: Creative Expressions Through Photography

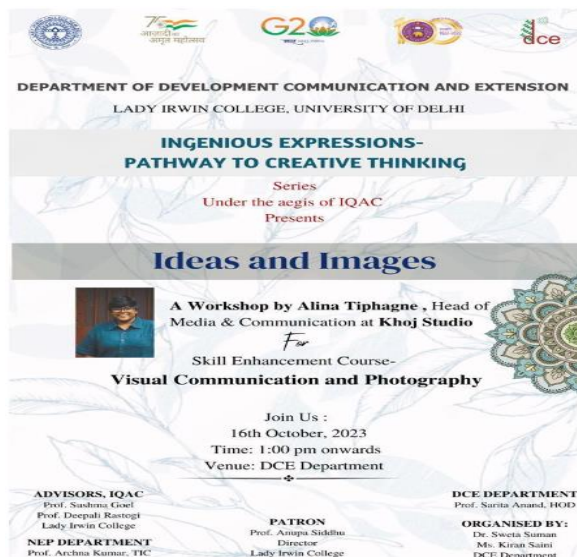
On September 10, 2023, the Department of Development Communication and Extension at Lady Irwin College, University of Delhi, organized a lecture session titled "Creative Expressions Through Photography" under the aegis of the Internal Quality Assurance Cell (IQAC). The event, attended by 50 participants, featured a lecture by Manav Chugh, a freelance photographer and content creator, who discussed the interplay between photography and creative thinking. His insights aimed to enhance participants' visual communication skills and inspire innovative storytelling through imagery. The interactive session included a Q&A segment, allowing participants to engage directly with Chugh and deepen their understanding of creative expressions in photography.



Ingenious Expressions - Pathway to Creative Thinking: Ideas and Images

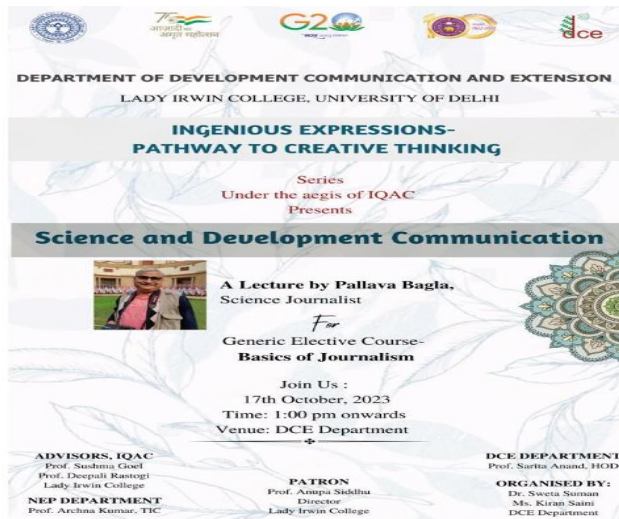
On October 16, 2023, the Department of Development Communication and Extension at Lady Irwin College hosted a workshop titled "Ideas and Images" as part of the "Ingenious Expressions

- Pathway to Creative Thinking" series, organized under the aegis of the Internal Quality Assurance Cell (IQAC). The event, attended by 55 participants, featured Alina Triphagne, Head of Media & Communication at Khoj Studio, who guided attendees in exploring the relationship between concepts and visual storytelling. This workshop aimed to enhance participants' skills in visual communication and photography, providing valuable insights into effectively conveying ideas through imagery.



Ingenious Expressions - Pathway to Creative Thinking: Science and Development Communication

On October 17, 2023, the Department of Development Communication and Extension at Lady Irwin College hosted a lecture session on "Science and Development Communication," organized under the aegis of the IQAC. The session featured renowned science journalist Pallava Bagla. This lecture was for the Generic Elective Course on the Basics of Journalism. With 45 participants in attendance, Bagla provided valuable insights into the role of effective communication in the dissemination of scientific knowledge and its implications for development, enriching the participants' understanding of journalism in the context of science and society.



Yuva Sakti Mela

The Yuva Sakti Mela 2023, organized by the Department of Development Communication and Extension at Lady Irwin College, focused on the theme "Climate Change: Causes, Effects, and Solutions." The event attracted around 200 participants, including learners from the Each One Enable One program and various partner NGOs. Highlights included a puppet show, flash mob, play, edutainment games, a graffiti wall, and information kiosks, all designed to engage and educate attendees on climate issues. The event was graced by Dr. Mridula Seth and Nadeera ji from Aseem Library and was organized by third-year Pass and Honours students of the department, showcasing their creativity and commitment to raising awareness about climate change.



Session on Photo Journalism

On **December 31, 2024**, a session on **Photo Journalism** was conducted for M.Sc. students by **Mukesh Shrivastava**, an engineer turned photographer, renowned for his expertise as an FIE, FFIP, and EFIAP. The session provided valuable insights into the art and ethics of photo journalism, emphasizing the importance of storytelling through images. Students engaged in discussions about techniques, challenges, and the impact of photography in media, enhancing their understanding of this dynamic field.



Creative Wall Writing Workshop

On February 12, 2024, an in-house **Creative Wall Writing Workshop** was held for first-year Honours students studying CCT. The focus of the workshop was on creating wall art canvases centered around the theme of **Women's Reservation**. Sponsored by FES, Germany, the event provided students with a platform to express their thoughts and creativity on this important topic.

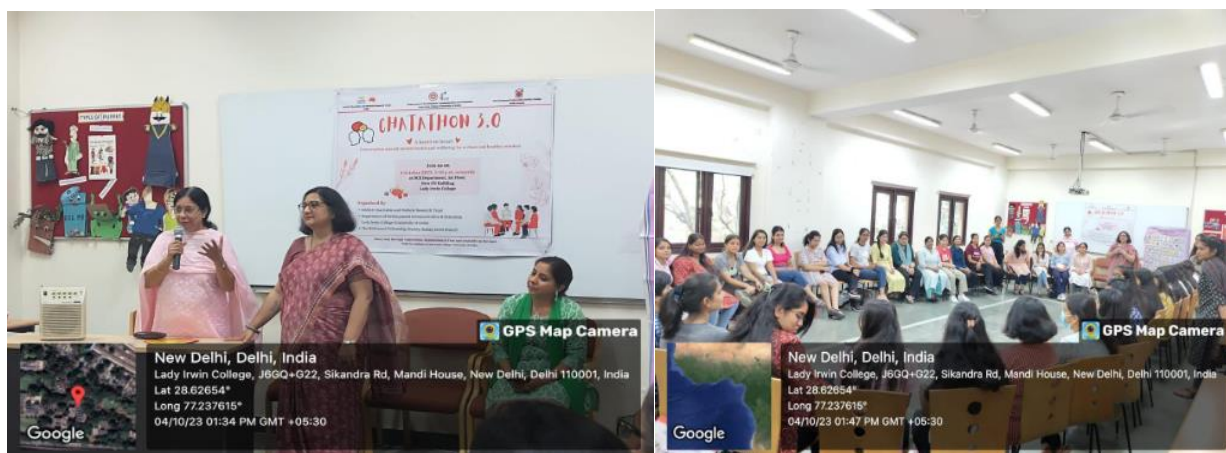
All artwork produced during the workshop was scheduled for display at the **Genderlogue** event the following day. The workshop was well-received by participants, fostering a collaborative and engaging environment.



Chatathan 3.0

On 4th of October 2023, the RAHAT Charitable and Medical Research Trust, in collaboration with the Department of Development Communication and Extension at Lady Irwin College and The Richmond Fellowship Society (India), hosted Chatathan 3.0—a heart-to-heart conversation focused on mental health and well-being for a clean and healthy mindset. The event was led by Dr. Sujatha D. Sharma, a Consultant Clinical Psychologist and Managing Trustee of RAHAT, alongside Prof. Aparna Khanna from the DCE Department. Held at 1:10 PM in the New PG Building, the session was attended by 60 students and staff, all of whom had registered in advance to participate in this insightful discussion on mental wellness.





Interactive Session on Cyber Security

On 10th of Feb, 2023, the Department of Development Communication and Extension at Lady Irwin College organized an interactive session on **Cyber Security** under the aegis of the Internal Quality Assurance Cell (IQAC) in association with the NEP Department. The session was conducted by **Dr. Rakshit Tandon**, a renowned cyber security expert. With 50 participants in attendance, the event provided valuable insights into online safety, digital threats, and best practices for protecting personal information in the digital age, fostering a greater understanding of the importance of cyber security among students and staff.



Conducting Mental Health Awareness Campaigns

From December 11 to 12, 2023, the Department of Development Communication and Extension at Lady Irwin College conducted a 2-Day Training Program on Conducting Mental Health Awareness Campaigns for NGO field functionaries. Organized in collaboration with the RAHAT Charitable and Medical Research Trust and The Richmond Fellowship Society (Delhi Branch) under the Campaign for Mental Health (C4MH), the program engaged 30 participants from 19

organizations working on various issues, including health, child rights, education, and gender. The featured sessions was led by Prof. Aparna Khanna, Dr. Sujatha D. Sharma, and Dr. Mridula Seth. Participants learned about myths and misconceptions surrounding mental health, anxiety, depression, substance abuse, and mental health issues in children, utilizing innovative, game-based approaches and storytelling methods. The hands-on training included mock sessions to practice the newly acquired skills, culminating in the development of action plans for community mental health awareness campaigns. The program marked a successful initiative aimed at enhancing mental health awareness in grassroots communities.



Women's Safety: Role of Delhi Police

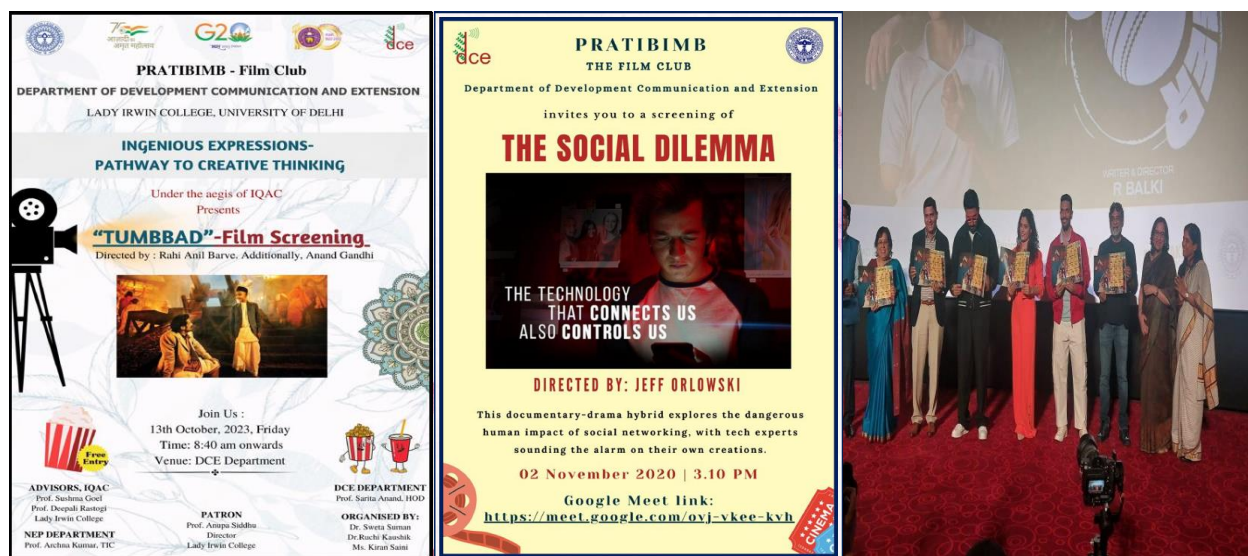
On **March 8, 2024**, the NSS Unit of Lady Irwin College organized a seminar titled **"Women's Safety: Role of Delhi Police"** in collaboration with the Department of Development Communication and Extension, the Women's Development Cell, and the Internal Complaints Committee. Held in the back lawn of the college, the event began at **11 AM** to commemorate **International Women's Day**, attracting **235 students** and **three faculty members**. The seminar was honored by the presence of **Shri Devesh Kumar Mahla (IPS, DCP, New Delhi District)** as the Chief Guest, who provided valuable insights into police initiatives for women's safety. **Shri Amit Dubey**, a Cyber Crime Expert, served as the Guest of Honour, discussing the evolving digital threats faced by women. The event also featured a **Nukkad Natak** that raised awareness about critical issues such as acid attacks and sexual harassment. **Prof. Anupa Sidhu**, the Director of Lady Irwin College, patronized the event, while **Prof. Aparna Khanna** emphasized the importance of women's safety and empowerment. Participants remained engaged and

attentive throughout the seminar, marking a successful initiative for promoting awareness and safety for women.



Film Screening by Pratibimb – The Film Club

The **Film Club, Pratibimb**, of the Department of Development Communication and Extension organized a film screening for the students of the department, showcasing a selection of notable movies. The lineup included movies such as **Tumbad**, directed by Rahi Anil Barve; **The Social Dilemma**, directed by Jeff Orlowski; **Ghoomer**, directed by R. Balki; and **Dear Zindagi**, directed by Gauri Shinde. These screenings provided students with an opportunity to explore diverse themes and cinematic styles, fostering discussions about storytelling, social issues, and the art of filmmaking.



Fact Verification to combat Deepfakes

On **March 19, 2024**, a workshop titled “**Fact Verification to Combat Deep Fakes**” supported by **Google News** was conducted by **Dr. Nimish Kumar**, fact verification Expert & Scientist, Vigyan Prasar, DTS, GOI. The workshop aimed to equip participants with the tools to discern information authenticity in the digital age. The event attracted over **40 participants**, primarily students, who engaged in hands-on practice sessions. Dr. Kumar demonstrated various methods and tools developed by Google and other organizations to verify the accuracy of news and information. Participants learned cutting-edge techniques to effectively combat deep fakes and misinformation, enhancing their critical thinking and analytical skills. The session was highly interactive, with students actively participating in exercises that challenged their understanding. Feedback was overwhelmingly positive, with attendees appreciating the practical insights gained. The workshop concluded with gratitude extended to Dr. Kumar for his contributions and recognition of the organizers for facilitating this important educational initiative.



Department of Development Communication and Extension
Lady Irwin College (University of Delhi)





presents a workshop on

Fact Verification to combat Deepfakes
supported by Google News Initiative

By

Dr Nimish Kapoor
Fact Verification Expert & Scientist,
Vigyan Prasar, DST, Govt. of India

Date:
19th March 2024

Time:
2 PM to 4 PM

Venue:
Room no.109
OVCT Lab

Organised by
Dr Sunil Kumar Singh, Mr Akash Dewangan

Department-in-Charge
Prof. Sarita Anand



New Delhi, Delhi, India
Lady Irwin College, J6GQ+Q22, Sikandra Rd, Mandi House, New Delhi, Delhi 110001, India
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Cultivating excellence: The Art and Science of Personal Transformation

On April 8, 2024, a session titled “Cultivating Excellence: The Art and Science of Personal Transformation” was conducted by Prof. Sanjna Vij for 50 first-year students enrolled in the Personality Development and Communication (SEC Course). The two-hour session focused on leadership, career aspects, and resume writing. Utilizing a mix of PowerPoint presentations, videos, and interactive activities, the session aimed to enhance student engagement and learning. Participants expressed appreciation for the informative content and practical insights gained, making it a valuable experience for their personal and professional development.



Department of Development Communication and Extension
Lady Irwin College, University of Delhi



Presents A Workshop

**Cultivating Excellence:
The Art and Science of Personal Transformation**

For SEC Course: Personality Development and Communication



By: Prof (Dr) Sanjna Vij
Professor, Amity School of Liberal Arts
Dy Director, Amity Academic Staff College
Amity University Haryana, Gurugram

Date: 8th April, 2024
Time: 1pm onwards
Venue: 119, 1st Floor, DCE Department, New PG Building

DEPARTMENT IN-CHARGE
Prof. Sarita Anand
Professor
DCE

PATRON
Prof. Anupa Mishra
Director
Lady Irwin College

ORGANISER
Dr Khyati Chaudhary
Assistant Professor
DCE Department

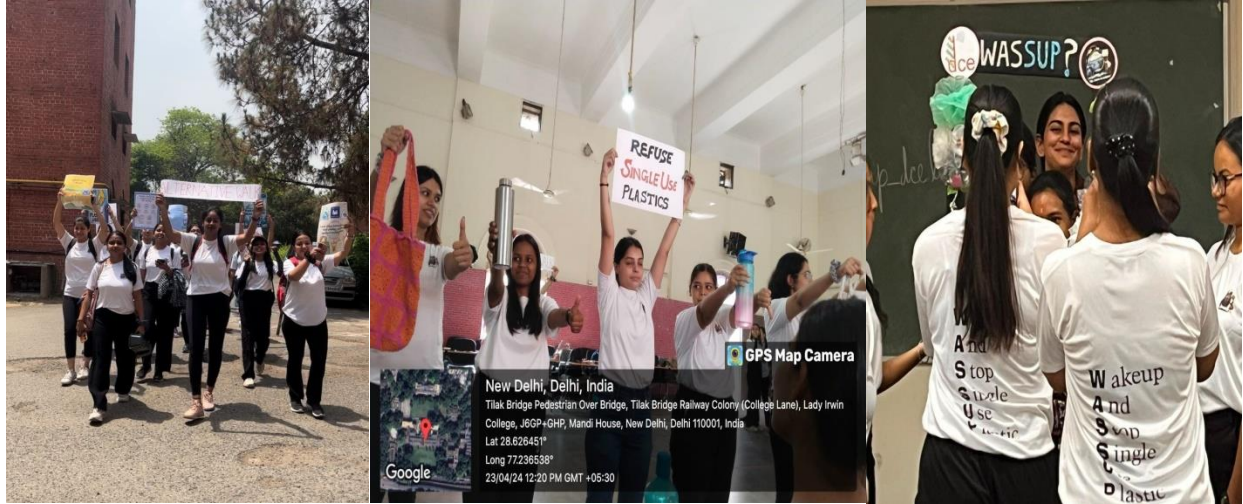


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GPS Map Camera

SBC Campaign on stopping use of single use of plastic

On April 23, 2024, M.Sc. students from the Department of Development Communication and Extension at Lady Irwin College launched the **WASSUP (Wake Up and Stop Single Use Plastic)** campaign. The initiative aimed to raise awareness about the dangers of single-use plastic and promote sustainable alternatives. The campaign attracted 300 participants, fostering engagement and encouraging collective action to reduce plastic waste. Through various activities and outreach efforts, students effectively highlighted the importance of environmental responsibility in everyday life.



EDUCATIONAL VISITS

Visit to Dilli Haat



50 Students of IInd year Hons & Pass studying the paper Media, Culture & Society visited to Dilli Haat on 6th October, 2023. They explored the rich culture of different states of India including traditional & folk media and also interviewed artists and craftsmen. The students also understood the concept of folk culture along with its commercialization as a part of this activity. Two faculty members also accompanied the students in this visit.

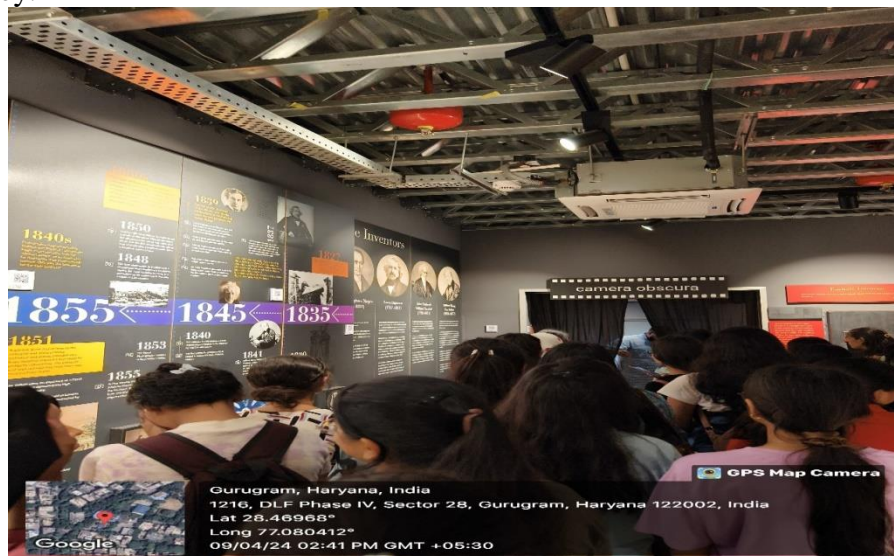
Live India Daily, visit

On October 25, 2023, a group of 20 M.Sc. students from the Department of Development Communication and Extension, Lady Irwin College visited **Live India Daily**. This visit provided students with an opportunity to gain practical insights into the workings of a media organization, enhancing their understanding of news production and dissemination in today's fast-paced digital landscape. The experience aimed to bridge theoretical knowledge with real-world applications in the field of communication.



Visit to Museo Camera Centre for Photographic Arts

On April 10, 2024, a group of 33 B.Sc. second-semester students enrolled in the Visual Communication and Photography (SEC) and Introduction to Media Studies (GE) courses visited the Museo Camera Centre for Photographic Arts. This field trip aimed to enhance students' understanding of photography and its historical context. During a curated tour of the studio, students explored the evolution of photography, from its inception to contemporary practices. They were introduced to early camera models, studio setups, and darkroom techniques, and had the opportunity to engage with various exhibits, enriching their appreciation of photography's diverse journey.



Visit to NAZ Foundation

On March 5, 2024, II U.G. students visited the **NAZ Foundation**, which proved to be a profound and eye-opening experience. From the moment of arrival, the students were greeted with warmth and openness, creating a welcoming atmosphere that put them at ease. Engaging with the

passionate staff and volunteers, they learned about the foundation's tireless advocacy for LGBTQ+ rights, its efforts in providing sexual health education, and its work in combating HIV/AIDS stigma. Witnessing the impact of the community outreach programs was particularly inspiring, as students observed the tangible differences being made in the lives of marginalized individuals. Overall, it was a valuable experience filled with important learnings.



Visit to Development Alternative organization

On March 20, 2024, the Department of Development Communication and Extension at Lady Irwin College organized a visit to the **Development Alternatives** organization for 30 students. The event centered around the theme of **“Trialogue 2047: Water for Planet, People, Prosperity, Peace, and Partnership.”** During the visit, students engaged with experts who discussed the critical role of water in sustainable development and its multifaceted impact on society and the environment. The experience provided valuable insights into innovative approaches to water management and fostered discussions on collaborative efforts needed to address global water challenges.



OTHER IMPORTANT EVENTS

EvalFest 2024 (The shifting sands in evaluation: Needs for responsive, adaptive and future-proof approaches)

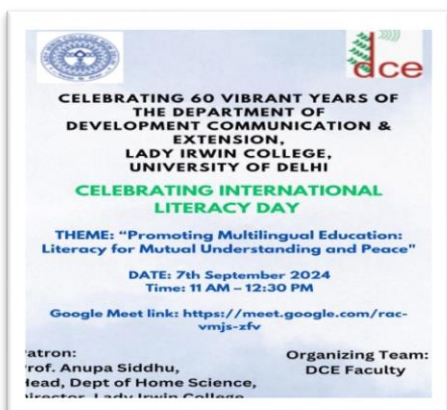
The department of Development Communication & Extension partnered with Evaluation Community of India in Organising Evalfest 2024. The main theme of EvalFest 2024 was “The Shifting Sands in Evaluation: Need for Responsive, Adaptive and Future-proof Approaches” signifying changing demands from evaluations and action needed to meet those demands. The three-day event comprised, apart from the inaugural and closing sessions, five keynote speeches, three plenary sessions, ten panel discussions, and four roundtables, with about a hundred speakers from India and abroad. The Innovations Bazaar session had ten individuals/teams presenting their innovative evaluation- related initiatives. This novel approach to participatory learning had been the centre of attraction in every EvalFest. A poster session was also organized, where eight posters prepared by various scholars were displayed exhibiting their experiences in evaluation. Over the three days of the main conference, 424 participants registered in EvalFest 2024, from India and a dozen other countries - from Bangladesh, Bhutan, Nepal, and Sri Lanka in the immediate neighbourhood, the Philippines and Qatar in the rest of Asia, Republic of South Africa from Africa, Brazil, Chile, Costa Rica from South America and the United States of America, and various international development organizations. More than half of the participants were young and emerging evaluators, and two-thirds (282) of those registered were women. In addition to the main event spread over 21 – 23 February 2024, there were also two days of satellite events intended as capacity-building workshops. These sessions were organized on 19 - 20 February 2024 at the Lady Irwin College (LIC), New Delhi, and Breakthrough in their offices. These workshops were well-attended with participation from twenty-nine organizations.



International Literacy Day Celebration

On 7th of **September, 2024**, the Department of Development Communication and Extension, Lady Irwin College celebrated **International Literacy Day** with the theme "**Promoting Multilingual Education: Literacy for Mutual Understanding and Peace.**" The event, organized for B.Sc. (Pass Course), M.Sc. Previous, and M.Sc. Final students, attracted 100 participants. **Dr. Mridula Seth**, a retired faculty member of the department, served as the keynote speaker, discussing key topics such as extension education, functional literacy, basic literacy, digital literacy, experiential learning, and the relevance of adult education in home

science extension. B.Sc. Pass course students studying extension management actively engaged in the discussions, contributing to the event's success.



60th Founders' Day Celebration

On **September 17, 2024**, the Department of Development Communication & Extension at Lady Irwin College celebrated its **60th Founder's Day**, welcoming 200 participants, including esteemed alumna. The celebration centered around the theme of **"Ikigai,"** a Japanese philosophical term meaning "a reason for being," encouraging reflection on the department's six-decade journey and exploring passions, missions, vocations, and professions. The event featured three panel discussions; Panel Discussion I: **Con Fab: Connecting with our Fabulous CRME Stalwarts** moderated by **Prof. Archana Kumar**, where alumna shared their journeys, challenges, and resilience in various fields. Panel Discussion II: **Colloquy: Engaging with our Future Leaders** moderated by **Prof. Sarita Anand**, included discussions on career opportunities and essential skills for students, along with alumna sharing their work experiences and future aspirations. Panel Discussion III: **Tête-à-tête: Heart to Heart Conversations with Senior Teachers, Alumna & Students** moderated by **Prof. Aparna Khanna**, which began with the book launch of Dr. Anjali Capila, a retired faculty member, followed by shared experiences and cherished memories among senior teachers, alumna, and students. The event was a vibrant celebration of the department's legacy and its commitment to nurturing future leaders.



बेहतर मार्गदर्शन से बनेगा बेहतर भविष्य : प्रो. अनूपा सिद्धू



नई दिल्ली, समाचार जगत ब्यूरो. दिल्ली विश्वविद्यालय के लेडी इरविन कॉलेज में विकास संचार एवं विस्तार विभाग ने अपना 60वां स्थापना दिवस बड़े ही धूम धाम से मनाया। विभाग की स्थापना भारत सरकार के खाद्य एवं कृषि मंत्रालय द्वारा 1964 में हुई थी। विभाग को ग्रामीण समुदाय विस्तार के नाम से जाना जाता था। विभाग का मूलउद्देश्य सामाजिक एवं व्यवहारिक संचार, स्वास्थ्य, पर्यावरण एवं समुदायिक संगठन, सहभागिता, लिंग, विकासाल्मक शोध विषयों पर बौद्धिक संपदा को तैयार करना है। बीते वर्षों में अपने विभिन्न कार्यक्रमों के माध्यम से यह विभाग ग्रामीण स्तर पर अपनी पहुँच बनाने में जुटा हुआ है। डिपार्टमेंट की ईचार्ज प्रो. सरीता आनंद बताती है कि इस विभाग ने दिल्ली एवं उसके आस-पास के 100 से भी अधिक गांवों में विकास कार्य किए हैं। कार्यक्रम में जानी-मानी शिक्षाविद चांदीप मारवाह, नीति चंद, हीना बिजली, अर्पना लूथरा एवं शिखा वाघवा सहित अन्य लोग उपस्थित रहे।



Signing of 'Memorandum of Understanding' between Ministry of Rural Development, GOI and Lady Irwin College

Department of Development Communication & Extension, Lady Irwin College hosted a significant event featuring the felicitation of guests and the ceremonial lighting of the lamp by notable figures, including Mr. Charanjit Singh and Smt. Smriti Sharan. Director of Lady Irwin College and Chairperson of ROSHNI-CWCSA Prof. Anupa Sidhu welcomed attendees, highlighting the partnership between government and academia, with UNICEF as a key supporter. The event showcased a college film celebrating Lady Irwin's history in empowering women. Prof. Sarita Anand, Lead, ROSHNI-CWCSA discussed gender inclusivity through the FNHW initiative, explaining its alignment with the DAY-NRLM program. Neha Abraham presented a film on men's involvement in women's nutrition, emphasizing family engagement through various community activities.

Inspirational speakers Shanti Didi and Basanti Didi shared their experiences in training and the evolution of the FNHW initiative. Lopa Mudra Tripathi from UNICEF expressed excitement for

future collaborations, while Smriti Sharan emphasized the need for actionable measures to combat malnutrition. Mr. Charanjit Singh highlighted the importance of community institutions and innovative projects. The event concluded with the signing of a **Memorandum of Understanding** between the Ministry of Rural Development and Lady Irwin College, establishing a partnership for the **Roshni- Centre of Women Collectives led Social Action**, emphasizing women's leadership in rural development initiatives. The successful execution of the event underscored effective collaboration among all participants.



Departmental Activities (2020)

Seminars / Conferences/ Workshops /Training

Training of Trainers program 'Engaging Men and Boys for promoting Gender Equity'

The department of DCE is collaborating with ROSHNI Centre organized a Training of Trainers program, 'Engaging Men and Boys for promoting Gender Equity'. The postgraduate students of the department took active part in a three-day event held on 20th, 21st, and 23rd August 2019. The programme was supported by the Centre for Health and Social Justice to increase understanding of students on gender, masculinity, and men's role in increasing gender equality, increase understanding of participatory training principles, training methodology and tools, and increase skills in designing participatory training and facilitation and orientation with PLA process of leaders in the community regarding Swabhimaan programme run by the ROSHNI centre.

Workshop on Wall Writing

A wall writing workshop was organized for undergraduate and postgraduate students of the department on 15th October 2019 in Seth Ram Lal Hall. Mr. Yogesh Saini, a wall artist and founder of Delhi Street Art was the resource person for the workshop. The students from 1st Year B.Sc. Home Science Program participated in the wall writing competition during the workshop and each section voiced their views on the concerning development issue by creating wall writings. Three best wall writings were selected (Section I, L and E) and Certificates of Appreciation were given to the students.



Genderlogue on Sexual Harassment at workplace

Women Power Connect (WPC) organised a two-hour Genderlogue on "Prevention of Sexual Harassment at the Workplace and The Sexual Harassment (Prevention, Prohibition and Redressal) Act, 2013" in the Department on 4th November 2019. Postgraduate and undergraduate final year Honours course students actively took part in the programme. Short films on sexual harassment were screened followed by discussion by Ms. Gayatri Sharma, Programme Director, WPC on the Sexual Harassment (Prevention, Prohibition and Redressal) Act, 2013. A debate competition was

held on the same topic. Ms. Abha Joshi, Advocate Lawyer and Women's Rights Activist, Dr. Bhanumati Sharma, Associate Professor and Convenor, Internal Complaints Committee, Lady Irwin College and Ms. Damyanty Sridharan, Senior Gender Advisor, FES judged the competition and all the winners received certificates.

Lectures by eminent speakers

Lecture by Prof. David H. Mould, University of Ohio

Under the aegis of UNICEF, David H. Mould, professor emeritus of media arts and studies at Ohio University, USA visited the Department on 9th August 2019 and had a consultation regarding communication for Development (C4D) curriculum.



Interactive session by Prof Mary Andrew, Michigan State University

Prof. Mary Andrews, former Director Emeritus of International Extension Programs and Coordinator of Professional Development in Michigan State University Extension visited the department on 23rd October 2019 and conducted an interactive session with faculty members and students.

Lecture by Prof. Murari Suvedi, Michigan State University & Fulbright Research Scholar in South and Central Asia and Prof. P.V.K. Sasidhar, Indira Gandhi National Open University, New Delhi

Professor Murari Suvedi, and Prof Sasidhar held an interactive session in November 2019 with the faculty and students of the department as part of the evaluation research and taking stakeholders perspective on 'Strengthening Agricultural Extension Training in South Asia' (India, Sri Lanka

and Nepal) being conducted as part of the Fulbright program. The session was interactive, discussions were held on extension curriculum transactions in the department.

Lecture by Prof. Arvind Singhal, University of Texas

Marston Endowed Professor Arvind Singhal from University of Texas at El Paso, USA on 20th Jan 2020 addressed undergraduate and postgraduate students of the department on power of narratives. His lecture titled 'from Analog Dickens to Digital Sneha: An unfolding Story of Narrative Engagement' provided comprehensive insights into the power of narratives in today's contemporary world.

Lecture on CSR & NGOs in India by Amita Joseph

On 5th February 2020, Ms. Amita Joseph enlightened the undergraduate and postgraduate students of the department on need for Corporate Social Responsibility (CSR). Being on the organization boards of many not-for-profit organizations such as MESH, CRB, SRUTI, AAM Foundation and Business & Community Foundation (BCF), Ms Joseph appraised the students of the current status of CSR and the need for promoting responsible business practice through education, advocacy, open public discourses, etc.

Session on Cyber Security by Mr. Rakshit Tandon

DCE Department in collaboration with the NSS Unit of Lady Irwin College, Internet & Mobile Association of India (IAMAI) and Facebook organized a session on Cyber Security on 7th February 2020. Mr. Rakshit Tandon, Consultant, IAMAI, and Advisor to the Cyber Complaint Redressal Cell, U.P. Police (Agra) was invited to address the students and create awareness about the cybercrimes and ways to protect oneself from these crimes. Participation certificates were given to all the participants.

Lecture by Dr. Anjali Capila

On 10th Feb 2020, former Professor of the Department, Dr. Anjali Capila delivered an enriching lecture on 'Traditional health care practices of women in the Himalayan communities of India: A Qualitative perspective'. The lecture focused on her participatory research work on folk songs as vehicles of social change and women's empowerment and provided unique insights into the traditional health practices that inform today's generations of women.

Home Science Myth Buster Campaign - '#FlipYourSoch'

On 1st April 2020, the undergraduate students of the Department under the Skill Enhancement Course - Social Media and Digital Communication conducted a two-week social media campaign to bust myths associated with Home Science. *The campaign was titled 'Home Science Myth Buster'*. The campaign was run on Instagram and Facebook. The campaign reached 20, 000 people.

Field Trips/Extension Activities

Training of field functionaries

As part of the practical training, post graduate students conduct annual training using a participatory approach for field functionaries on a development issue. In 2019, two-day Training of Trainers was organised by PG final year students for Preventing Pollution: Promoting Sanitation and Well-being on 13-14th November. Nearly 30 Field functionaries from 10 NGOS - Aman

Biradari, The Vigyan Vijay Foundation, SPYM, Action India, Astha, Maanch, TERI, and Aadhar participated in the programme. Sessions on Swachh Bharat Abhiyaan, open defecation, solid waste management, water conservation and rainwater harvesting, water pollution, and reuse of wastewater and air pollution were held. Training programme, student trainers, and the participatory training methods, techniques and material used by them was well appreciated by the participants. All the trainees and the student trainers were awarded certificates by Dr Anupa Siddhu, the Director of Lady Irwin College.



Training of Adolescents for developing life skills using FTT Training Module developed by the Department

The undergraduate students of Lady Irwin College conducted training using the 'For Today and Tomorrow - Life Skills training modules' developed by the DCE department and SPYM. Training sessions were organised by students of B.Sc. II Hons and III Pass majoring in DCE. The training sessions were held on 1st November 2019 at Parda Bagh centres of SPYM and on 4th November 2019 at Ummeed Boys Home, Mehrauli.

Workshops on Developing Training Toolkit for ASHA workers (Under UNICEF Project)

Series of workshops held in the Department to carry out an Interdepartmental collaborative project for developing a tool kit for ASHA workers on parenting for UNICEF. Dr Archana Kumar, Dr. Aparna Khanna, Dr Vineeta Bhargav and Dr Shradha Kapoor led the project activities. Faculty members and PhD Scholars took active part in the sessions.



Other Important Events

Orientation Programme & Department Founder's Day

A formal orientation was planned on 17th Sept 2019 to welcome the new batch of students and also to celebrate the department's Founder's Day. Dr. Sunaina Batra welcomed the guests, new students, postgraduate final year and graduation final year students, the current and retired faculty, and the Director of the college. This was followed by the opening address by Dr. Anupa Siddhu, the director. Dr. Rupa Upadhyay oriented the students about the department and presented the curriculum, department thrust areas and achievements of the department during the past one year. This was followed by the interaction session with our guests who are also the alumni of the department. Ms Nikita Rakhyani, PRIA; Ms. Tanvi Khurana, independent consultant, Ms. Apoorva Ajmani, VANI; Ms Priya Anand, IWLB Foundation; and Ms Padma Pandey, Azad Foundation shared the experiences of working in their organisations and highlighted how the learnings from the department have been instrumental in their professional and personal growth. Students were motivated and also asked pertinent questions from the speakers. Dr Archana Kumar felicitated the retired teachers - Mrs. Sahani, Dr. KK Kapoor, Dr Mridula Seth, and Dr. Vinita Narula. Dr Mridula Seth and Dr Vinita Narula shared a few words with the gathering complementing the seniors for their efforts and welcoming the new batch. Dr. Sarita Anand gave the vote of thanks. This was followed by the candle lighting ceremony in the department by all. As part of the orientation programme, library orientation was also arranged for the students to make them understand the software for searching references and sensitize them about the issues of originality and plagiarism in research.



Contact Programme

The final year undergraduate students of the department organize an annual event – ‘contact programme’ as part of the “Each One Enable One” programme of the department. Like every year, the event was organized on 1st February 2020 in college campus where adult learners who are dropouts from the underprivileged sections of the society were adopted by the student and are motivated to achieve functional literacy. Ice breaking games, demonstrations on anaemia rich diet, healthy quick breakfast for kids, self-defense, best out of waste, and various fun based activities were organized. The prime objective of these activities was to create awareness among their learners and sensitize them to take adequate actions to improve their quality of life. Teachers interacted with the student volunteers and their learners and suggested activities to be taken up by these student volunteers as part of the adult literacy -'EOEO program'.



Webinars

During the pandemic, the department hosted a series of webinars covering a whole plethora of social and development issues. These webinars were organized online via Google meet as a virtual platform to connect with the students and others academics, and development communication practitioners.

- **Webinar on Adobe Spark and Adobe Scan** (*in collaboration with Adobe and De Pedagogics*) conducted on Date: 13th May 2020. Number of participants- 1882, (*nearly 85 students from the college were deployed with Adobe Spark licenses*). Speakers were Ms. Chandeeep Marwah, Education Training Consultant and Ms. Meenakshi, Adobe
- **Development communication and the pandemic- Exploring the potential of Traditional Performing Arts** conducted on 27th May 2020. The number of participants was 210. Speakers were Ms. Anurupa Roy- Founder, Puppet theatre director and puppet designer, Katkatha Puppet Arts Trust and Ms. Komita Dhanda- Organizer, actor, director and writer with Jan Natya Manch (JANAM)
- **Domestic Violence during the COVID Pandemic: Issues, Perspectives and Options** conducted on 29th May 2020. The Number of participants was 60. Speakers were Ms. Priyanka Singh- State Lead- Implementation Delhi, Breakthrough and Ms. Archana Singh- Manager, Breakthrough
- **Climate Change Crisis and Voicing Solutions through Online Campaigning** conducted on 30th May 2020. The number of participants was 129. Speakers were Ms. Suruchi Bhadwal- Senior Fellow, Earth Science and Climate Change, TERI and Ms. Manjari Sharma- Digital Engagement & Communication Expert, Greenpeace

- **The Paradox of Media Landscape: Reel Meets real – I** conducted on 31st May 2020. Number of participants was 194. Speaker was Ms Anandana Kapur- Co-Founder, Filmmaker, Cindmad India
- **The Paradox of Media Landscape: Reel Meets real – II** conducted on 1st June 2020 No of participants were 164. Speakers were Ms Maheen Mirza- Cinematographer, part of Ektara Collective and Ms Aanchal Kapur- Founder, Kriti Team
- **Gender based violence: Media and mindsets** conducted on 5th June 2020. The number of participants was 190. Speakers were Ms Mahika- Senior Coordinator, Breakthrough Media and Ms Anika- Senior Manager, Breakthrough Media

Departmental Activities (2019)



Seminars / Conferences/ Workshops /Training

The year of 2019 commenced with a lecture by Prof. Arvind Singhal, Marston Endowed Professor, University of Texas, El Paso, USA, organized on 10th January, 2019. The lecture was titled, “Why India needs serial dramas like Main KuchBhi Kar Sakti Hoon?” highlighted the potential of the positive deviance approach and its amalgamation with Entertainment Education. The lecture was attended by students of IIInd Year, IIIrd Year and M.Sc Programme along with the Ph D scholars of the department.



Lecture on Scope of Film-Making

A lecture on scope of film-making was held in the department on 28th January, 2019. Ms. Dorothy from FTII, Pune was the resource person for the same. Students of IIIrd Year (Pass & Hons) and M.Sc Programme attended the lecture. The session provided students an insight into film making as a career option.

Workshop on Wall Writing by Akriti Verma

A wall writing workshop was organized for undergraduate and postgraduate students of the Department in April, 2019. Ms Akriti Verma, a wall artist and founder of CreatifAdda was the Resource person for the workshop. The session ended with all groups making one wall writing on a development issue. Three best wall writings were selected and Certificates of Appreciation were given to the students. The students from 1st Year B.Sc Home Science participated in the workshop.

Field Trips/Extension Activities

Training of field functionaries as part of the training practical, post graduate students conduct annual training using a participatory approach for field functionaries on a development issue. In 2018, two-day Training of Trainers was organised by PG final year students for 'Building Skills of Field Functionaries on Communicating Mother and Child Health' on 16th & 17th November. Twenty Six field functionaries from various NGOs - The Vigyan Vijay Foundation, SPYM, Aseem's Library, Vaish Associates Public Welfare Trust, Action India, JMC, Manch, and Sarvahitey participated in the programme. Sessions on girl education, diet and right age of marriage, antenatal check-up, calcium supplementation, institutional delivery, importance of breastfeeding, complete immunization, vitamin supplementation, food fortification and micro-nutrients, anaemia, diarrhoea management etc. were held. Training programme, student trainers, and the participatory training methods, techniques and material used by them was well appreciated by the participants. All the trainees and the student trainers were awarded Certificates by Dr Anupa Siddhu, the Director of Lady Irwin College.



Training of field functionaries using Life Skills Training Module developed by the Department. The undergraduate students of Lady Irwin College conducted training using the 'For Today and Tomorrow - Life Skills training modules' developed by the department for SPYM. Training sessions were organised by students of B.Sc. IInd Year Hons and IIIrd Years Pass majoring in DCE. The training sessions were held at JDRC SewaKutir, Delhi Gate and Parda Bagh centres of SPYM in November 2018.

Each one Enable one programme

This is the oldest and the most popular form of extension activity, which has been carried out by the department for 38 years. In 2019 nearly 160, third year students of B.Sc. Home Science Pass and Honours volunteered. Each volunteer spent nearly 30 hours in teaching and capacity building of the school drop-outs, adolescent girls and women from the underprivileged communities. Literacy primers developed by department 'Padhe Aur Jaane' have been primarily used to develop functional literacy skills among the learners.

Yuva Shakti Mela

Undergraduate students organize a contact programme and the annual "Yuva Shakti Mela" in College campus for adult learners participating in the "Each One Enable One" programme of the department. Students put up information kiosk based on a development issue with the prime objective to create awareness among their learners and sensitize them to take adequate actions to improve their quality of life. On 12th March, 2019, the Yuva Shakti Mela was organized in the Front Lawns, Lady Irwin College. The primary audiences for the mela were the learners of the 'Each One Teach One' programme of the III year (Pass) and (Hons) students. Post Graduate students of the Department also participated in the activity along with the NSS team of the college. A couple of NGOs like SPYM, Aseem's Library, Breakthrough, Sambandh, Indian Cancer Society, NCEARD and Roshni centers of Lady Irwin College set up their stalls on the occasion. The programme was inaugurated by Ms Lalitha SA, Director, Society for Participatory Integrated Development and Dr Anupa Siddhu, Director, Lady Irwin College. Around thirty five attractive stalls with banners, AV aids and games were put up by the students on issues related to Sustainable Development Goals. Further, a street play by Akaar - the Street Play Society of Lady Irwin College was performed. EOEO project Learners shared their experiences and visited stalls. The stalls were well appreciated by the special guests and learners.

Other Important Events

Summer Twinning Programme with Michigan State University, USA

One of the oldest exchange programmes going on in the Department of Development Communication & Extension, Lady Irwin College, and the MSU student exchange programme was initiated almost two decades ago and ever since its inception over 128 students and 12 faculty members have crossed borders under this programme. Since a couple of years, the programme has adopted a Twinning approach, wherein students from MSU are placed with PG students of the Department under a project and share and learn together. Last year also, two students from MSU from diverse areas of specialization came in the summer and were placed with 6 Indian students from M.Sc DCE & IIIrd Year (Hons-DCE) programme under the “Ganga Project”. The twinning programme involved a week-long orientation cum series of academic lectures planned for MSU students at the department, home-stays, 50-days of internship in the hills along the periphery of river Ganga and a final presentation by the members of the programme.

Rural Youth Volunteers in India: HSU-LIC Twinning Programme, Supported by US Embassy in India

The programme conceived in 2017 and executed in 2018, paired 8 students from Humboldt State University in Arcata, California (U.S.), with 8 students from Lady Irwin College, New Delhi (India) to work in two rural communities in the Baghpat district of Uttar Pradesh in northern India. The project activities were facilitated by the Environmental and Resource Organization (ESRO), a nonprofit organization, which has been working in the Baghpat district. The project was implemented in 2 villages. Four U.S./Indian pairs were placed in each community, a total of 8 pairs in two communities, ensuring that each community has an equal representation of majors/skills of these student volunteer interns. This volunteer internship experience benefited the U.S./Indian volunteer pairs by providing them with opportunities for sharing ideas, collaborating, and exchanging culture and language. This programme created tangible deliverables for the community members and built capacity among young and elderly community members.

Orientation programme and Department Founders’ Day

A formal orientation programme and Department Founders’ Day was held in the 2nd week of September, 2018, to not just welcome the new batch of students, but also celebrate the Department’s birthday. All the new students, M.Sc Final Year and 3rd Hons students along with the current and retired faculty and the Director were present. A welcome note was given by our Director, Dr. Anupa Siddhu. Dr. Rupa Upadhyay, Incharge, DCE department also presented the curriculum and department thrust areas and achievements to the students. This was followed by the interaction session with our guests cum alumni. Dr. Bhumika Jhamb from Facebook, Ms. Anchal Mittal from Digital Empowerment Foundation, Ms. Pooja Ichpilani from John Hopkins Bloomberg School of Public Health CCP-India and Ms. Geetika Johar from FICCI India, shared the experiences of working in their organisations and highlighted how the learnings from the department have been instrumental in their professional and personal growth. Students were motivated and also asked pertinent questions from the guests. Lately, having started the practice of showcasing student products on the department's birthday, we continued with the tradition this year as well. The students from M.Sc Final Year, 3rd Hons DSE and SEC, 2nd Hons SEC group all showcased the products they had prepared in the previous year and were also felicitated for the

same by the retired teachers. Dr. Mridula Seth, Dr. Vinita Narula, Dr. Anjali Capila also shared a few words. Dr. Archana Kumar gave the vote of Thanks. This was followed by the candle lighting ceremony in the department by one and all. Last, but not the least, a library orientation was also arranged for the students to make them understand the software for searching references and sensitize them about the issues of originality and plagiarism in research.



Establishment of ROSHNI-Centre for Women Collectives led Social Action

Roshni-Centre for Women Collectives led Social Action, is the collaboration between Ministry of Rural Development, Government of India & Lady Irwin College, University of Delhi that came together officially on 18th October, 2018. In order to operationalise the partnership, Lady Irwin College established a Centre on Women Collectives Led Social Action at the Department of Development Communication and Extension of the College. The College agreed to take necessary action to secure UNICEF funding for the new Centre under the existing collaborative arrangement with UNICEF (under Swabhimaan programme). The Centre is equipped with adequate human resource support consisting of external experts, advisors and consultants to provide requisite support for the convergence activities.

The Centre aims to provide technical and professional support for achievement:

- Knowledge creation
- Capacity Building for scale-up of Convergent Action Plan.
- Learning and re-learning in Swabhimaan sites as per Convergent Action Plan.
- Providing policy guidance to NRLM from time to time on POSHAN Abhiyaan initiatives.

Inauguration of Roshni Centre at Dept of DCE

LEHAR INNOVATION FUND-Innovation in Development Communication & Extension Fund, Support from alumnae and well wishers

The Department of Development Communication and Extension (Dept of DCE) has a strong community connection and forms a key pillar in teaching, extension activities, research and transaction of curriculum. The Department of DCE has set up a fund in 2017, to promote the activities related to Development Communication & Extension and enable grassroot issues and ideas to be centre staged in the academic discourses, extension approaches and endeavours. The fund is expected to help us organise a range of activities, lectures and communications that will

enable to nurture and develop greater understanding of innovation, new ideas and initiatives in the dynamic field of Social and Behaviour Change Communication and Extension.

The fund is proposed to be named 'LEHAR': Innovation in Development Communication & Extension Fund. We plan to build a corpus for the fund and seek support from the alumnae and well-wishers of the department. The corpus is proposed to be used for:

- Creation of a separate scholarship stream
- Organising lecturers for promoting innovation
- Organising workshops for promoting



Departmental Activities (2018)

Seminars / Conferences/ Workshops /Training

The Seventeenth Raushni Deshpande Memorial Oration was organized by Department of Development Communication and Extension, Lady Irwin College (University of Delhi) on Friday 6th April, 2018. The keynote speaker for the lecture was Prof. R Srinivas Melkote, Ohio University, USA. The topic for the oration was “Place and role of Development Communication in directed social change: Implications for the field”.



A wall writing workshop was organized for undergraduate and postgraduate students of the department in April, 2018. Ms Akriti Verma, a wall artist and founder of CreatifAdda was the resource person for the workshop. The session ended with all groups making one wall writing on a development issue. Three best wall writings were selected and Certificates of Appreciation were given to the students. The students from 1st Year B.Sc Home Science participated in the workshop.

On 15th April 2018, the finale for a **Behaviour Change Strategy Competition** (Communication Catalyst 2018) was held at Mithibai College's campus, Mumbai. The aim of the competition was to understand the complex nature of the problem of malnutrition and bring into focus the importance of a multi-stakeholder approach to finding solutions and effective responses. The challenge was to build a comprehensive communication strategy that can influence children's food choices, a campaign that can make low-income households more conscious about their children's health.

The Fifth Annual CSR debate was held on March 9, 2018. Business and Community Foundation (BCF), had invited 12 Colleges in NCR. Eminent Jury members were drawn from diverse fields.

At the end of the debate Jury members will address the students with their feedback and suggestions. Ms. Nikita Rakhiyani, from DCE department bagged the third prize. This debating platform aimed to deepen sensitivity and understanding of the present context of Corporate Social Responsibility.

The masters students attended a panel discussion organised by the Delhi University Gender Sensitization Cell in association with Delhi University Student Union (DUSU) on the topic, ‘**#MeToo campaign** in the University’ on March 22, 2018. The panel delved into the need of a gender sensitization cell in the university spaces and also discussed the policies and politics affecting the same.

Field Trips/Extension Activities

- As part of the training practical, post graduate students conduct annual training using a participatory approach for field functionaries on a development issue. In 2017, **two-day Training of Trainers** was organised by PG final year students for Engaging Youth for Promoting Health and Well-being on 9-10 November. Field functionaries from various NGOS - Aman Biradari, The Vigyan Vijay Foundation, SPYM, Action India, Astha, Maanch, and Aadhar participated in the programme. Sessions on nutrition-balanced diet and physical fitness; anaemia; menstrual management; safe motherhood; mental health and stress management; promoting sanitation: preventing open defecation; managing household waste; water management; management of plastic waste and dealing with climate change in everyday life were held.
- The undergraduate students of Lady Irwin College conducted training using the ‘**For Today and Tomorrow - Life Skills training modules**’ developed by the DCE department and SPYM. Training sessions were organised by students of B.Sc. II Hons and III Pass majoring in DCE. The training sessions were held on Friday 3rd November 2017 at JDRC Sewa Kutir, Delhi Gate and Parda Bagh centres of SPYM.



- This is the oldest and the most popular form of extension activity- **Each one Enable one programme**, which has been carried out by the department for 37 years. In 2018 nearly

170, third year students of B.Sc. Home Science Pass and Honours volunteered. Each volunteer spent nearly 30 hours in teaching and capacity building of the school drop-outs, adolescent girls and women from the underprivileged communities. Literacy primers developed by department 'Padhe Aur Jaane' have been primarily used to develop functional literacy skills among the learners.

- Undergraduate students organize a contact programme and the annual **“Yuva Shakti Mela”** in college campus for adult learners participating in the “Each One Enable One” programme of the department. Students put up information kiosks based on a development issue with the prime objective to create awareness among their learners and sensitize them to take adequate actions to improve their quality of life. On 16 March 2018, the Yuva Shakti Mela was organized in the Front Lawns, Lady Irwin College.



- Weekly intervention by the Post graduate students of the department takes place in Jaunapur, Mandi, shanti camp and Pahari, the villages and resettlement habitations near Gurgaon. The programme- Adopted communities has been running successfully over several years. Participatory Learning and Action (PLA) techniques, survey using questionnaire, interviews and focused group discussions are used as tools for need assessment.
- Series of Mental Health Awareness sessions have been conducted by volunteers from Lady Irwin College along with Dr Aparna Khanna and Vishwas (NGO) for students from different colleges and Universities. On 8th September 2017, a session was organised for students of Amity University & Galgotia University (Greater Noida, UP) where 10 Volunteers from Lady Irwin college participated. Similar session was held at JNU on 31 September 2017 where 8 student volunteers participated. Students Volunteers of Lady Irwin College organized a Mental Health Awareness session at DurgaPuja Pandal (Faridabad) with Mind Piper (NGO). On 10 October 2017, Mental Health Awareness Campaign at AIIMS (Delhi) on the occasion of International Mental Health Day. In 2018, a session was held at Dyal Singh College with support from Richmond Fellowship Society and NSS team of Lady Irwin College.

- An educational trip to Udaipur, Rajasthan-The city of lakes was organized by the department of Development Communication and Extension, Lady Irwin College, University of Delhi. The trip was organized to attend the XXXII Biennial Conference of the Home Science Association of India on Family and Community Science: A Catalyst for Sustainable Development Goals. The conference was organized by Home Science Association of India-Rajasthan branch on 1-3 February 2018. The conference was hosted by College of Home Science, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan India. The conference had brought the community of Home Science together from all over India and talked about the issues and challenges of contemporary families, information technology for sustainable development and various other concerning issues by the eminent speakers from 13 different states who helped students to gain experience in the field of home science holistically.
- A visit was planned to Seva Mandir, a non-profit organization working in over 600 villages across Udaipur and Rajsamand districts of southern Rajasthan. It follows an integrated approach to community development and aims to empower communities to take collective responsibility for their own development through democratic processes. It works to empower village institutions, strengthening sustainable livelihoods and building human capabilities through variety of participatory

Other Important Events

- One of the oldest exchange programmes going on in the Department of Development Communication & Extension, Lady Irwin College, Summer Twinning Programme with Michigan State University, USA (student exchange programme) was initiated almost two decades ago and ever since its inception over 128 students and 12 faculty members have crossed borders under this programme. Since a couple of years, the programme has adopted a Twinning approach, wherein students from MSU are placed with PG students of the Department under a project and share and learn together. Last year also, four students from MSU from diverse areas of specialization came in the summer and were placed with 2 Indian students from M.Sc DCE (Final) programme under the “Ganga Project”.
- Rural Youth Volunteers in India: HSU-LIC Twinning Programme, Supported by US Embassy in India: The programme conceived in 2017 and executed in 2018, paired 8 students from Humboldt State University in Arcata, California (U.S.), with 8 students from Lady Irwin College, New Delhi (India) to work in two rural communities in the Baghpat district of Uttar Pradesh in northern India. The project activities were facilitated by the Environmental and Resource Organization (ESRO), a non-profit organization, which has been working in the Baghpat district.
- A formal orientation was planned on 18th Sept 2017 to not just welcome the new batch of students, but also celebrate the department’s birthday. Guests cum alumni. Ms. Sukriti Nag, ZMQ, Ms. Priya Kumar, CSR, Bosch India, Ms. Medha Kalsi, TARSHI and Ms. Rani Yadav, Breakthrough India, shared the experiences of working in their organisations and highlighted how the learnings from the department have been instrumental in their

professional and personal growth. The students from M.Sc Final Year, 3rd Hons DSE and SEC, 2nd Hons SEC group all showcased the the products they had prepared in the previous year and were also felicitated for the same by the retired teachers.



- The Department has set up a LEHAR INNOVATION FUND-Innovation in Development Communication & Extension Fund, Support from alumnae and well-wishers in 2017, to promote the activities related to Development Communication & Extension and enable grassroots issues and ideas to be centre staged in the academic discourses, extension approaches and endeavours. The fund is expected to help us organise a range of activities, lectures and communications that will enable to nurture and develop greater understanding of innovation, new ideas and initiatives in the dynamic field of Social and Behaviour Change Communication and Extension.

The corpus is proposed to be used for:

- Creation of a separate scholarship stream
 - Organising lecturers for promoting innovation
 - Organising workshops for promoting
- The department initiated a short term course on Corporate Social responsibility with Business and Community Foundation, New Delhi in October 2017. Business and Community Foundation is a certified CSR training organization recognised by the Institute of Chartered Accountants of India. Several experts were invited to interact with the students and share their experiences with respect to CSR. Certificate was awarded after successful completion of the course. The course provided insights about the evolution of CSR, types of CSR, business case studies for CSR, actors and drivers, governance and CSR.

Departmental Activities (2017)

Seminars / Conferences/ Workshops /Training

- The Department organised workshop on 23rd August 2016 for the masters students in

association with Mind Piper. Mind Piper is a social enterprise that currently offers workshops around mental health awareness and therapy through various channels such as over a call, video-call, or in person. They follow a holistic approach to mental health laying equal emphasis on the treatment of mental illness as on the fostering of well-being.

- Department organised a training workshop on 8th September 2016 on Digital Storytelling as a tool for Development Communication by the organization ZMQ. Students understood the concept of under-served rural communities who have no tools and content in their hands to manage their Health. And hence, Digital storytelling can revolutionize in building healthy behaviors through contextual story-telling. ZMQ has established a mobile-based digital storyteller called Your Story Teller as a new messaging tool. ZMQ Development is a non-profit organization which creates and implements practical technology linked tools & solutions to empower communities by providing timely information.



- Department organised a workshop in September 2016 on Comics as a tool for Development Communication by Mr Sharad Sharma, founder of World Comics India. Students created several comics posters and created digital stories on the theme 'NorthEast#NoStereotypes' to create awareness about stereotypes about citizens from North-East India.
- A session on life skills was held in the department on 7th September 2016. Dr. Mridula Seth, former faculty of the Department emphasized on how peer mentoring can be effective in developing life skills for marginalized youth.
- The department organised a session on Traditional Folk Media on 1st September 2016 September 2016 by Dr Anjali Capila, Former Faculty of the Department. She spoke about blending Traditional Folk Media with Modern Media. She also reviewed the entertainment situations and institutions like Traditional folk theaters of rural dramatic forms including tribal mimos, dance-dramas and also puppetry.
- A session with Dr Shekhar Seshadri, Child Psychiatrist and Additional Professor at the Department of Psychiatry at NIMHANS was organized in the department on 23rd September 2016. The session was attended by the postgraduate and undergraduate students. He spoke about his work in child and adolescent mental health, including mental handicap, with a particular emphasis on adolescent therapy and adolescent sexuality. He shared his researches and other works on gender and sexuality in the context of child sexual abuse

and violence against women; and his involvement in workshop design, direct intervention, and training of counsellors.

- Prof. Sri Ram Khanna, Managing Trustee of Consumer VOICE, Consumer Association at Delhi University was invited for a session on 27th October 2016. He spoke about the widespread economic disparity, low education and ignorance in India, and how educating consumers about their rights remains a gigantic task.
- Springboard for Health Communication professionals held a workshop for the MSc Final and the MSc Previous students on 4th November 2016. The workshop was all about sharing social and behavior change communication knowledge, experiences and resources with the postgraduate and undergraduate students of the department.
- A wall writing workshop was organized for undergraduate and postgraduate students of the department in March 2017. Ms Akriti Verma from CreatifAdda was the resource person for the workshop. The session ended with all groups making one wall writing on a development issue. Three best wall writings were selected and Certificates of Appreciation were given to the students. The students from 1st Year, 3rd Year, MSc Final and MSc Previous participated in the workshop.
- To make the students understand and to address the environmental health burden of disease in India, the Centre for Environmental Health along with Public Health Foundation of India (PHFI) held the seminar on 27th March 2017. The seminar was conducted with a vision to orient students towards strengthening India's public health institutional capability and provide knowledge to achieve better health outcomes for all.
- A session on Monitoring and Evaluation was conducted by Ajaz Lone, NASSCOM Foundation on 17th February 2017. The masters students were exposed to the concept of working with program managers and state implementation teams to facilitate and conduct routine monitoring and evaluation for projects implemented; conduct baseline, midterm and endline survey, plan for and facilitate process monitoring design of data collection tools, sample size and methodology of data collection.



- Ms Manjari Sharma, alumna of the department, and now a Digital Engagement Campaigner, Greenpeace India visited the department on 5th April 2017. She held a session with the MSc Final, MSc Previous and led them to develop & implement digital engagement strategies and tactics for assigned campaigns & projects and to contribute to other digital strategies.
- Dr Bhumika Jhamb, alumna of the department, and presently Programme Officer, UN Women, Delhi was invited for a session with the postgraduate students on 19th April 2017. Her session was about Gender responsive budgeting in India which has been in practice from the last ten years. She spoke in length about the assessment done on the Gender responsive budgeting in India for the current Financial Budget.

Special Lectures

- Lecture by Prof. Srinivas Melkote, Ohio University, USA Professor Srinivas Melkote delivered a lecture on Development Communication for Empowerment and Social Justice in Global World on 7th December 2016. The lecture was attended by undergraduate and postgraduate students of the department. Prof Melkote talked about how the different countries fit in the parameters of inequality globally and the importance of Development Communication in addressing the same.
- Lecture by Prof Arvind Singhal, University of El Paso, Texas, USA a lecture by Prof Arvind Singhal, University of El Paso, Texas, USA on Communicative Khichdi of Social Change on 4th January 2017 was attended by the undergraduate and post-graduate students of the department. Prof Singhal talked about presumed scripts in our minds and the need to change it in order to take people along with us. He emphasized on the fact that the assumed and expected behaviour should be changed to break the hierarchy in relations but to form cordial and friendly relations with colleagues and acquaintances.

Field Trips/Extension Activities

- **Yuva Shakti Mela**
Undergraduate and post-graduate students organised the annual mela “Yuva Shakti Mela” on 23rd March 2017 in college campus for adult learners participating in the “Each One Enable One” programme of the department. While organizing the event, students put up information kiosks based on several development issues with the prime objective to create awareness among their learners and sensitize them to take adequate actions to improve their quality of life. They prepared banners, audio-visual aids, games and mobiles for 30-35 information kiosks. They mobilised nearly 200 adolescents, youth and women belonging to the marginalised groups. Ms Sonali Khan, Vice President, Breakthrough was the guest for the event.



Other Important Events

- **Film Appreciation Club – ‘Pratibimbh’**

As part of the department film appreciation club ‘Pratibimbh’ screening for Waiting For Godot was organised on 6th March 2017 in association with Sangeet Natak academy. The screening was attended by the postgraduate and undergraduate students of the Department.

- **Orientation Programme**

The orientation programme for the MSc Previous was held on 8th August 2016. The faculty and the invited alumni of the department working as professionals in various organisations discussed the curriculum and the job opportunities in the field of Development Communication & Extension.

- **Celebration of International Women’s Day**

The Department celebrated International Women’s Day on 6th March 2017. A street play performance on gender violence by Jan Natya Manch was organised in the college premises and was attended by students, faculty and non-teaching staff of the college. The performance was followed by discussion on various forms of violence faced by women.

Departmental Activities (2016)

Seminars / Conferences/ Workshops /Training

Workshop on Cyber Security

All India Women’s Education Fund Association (NGO) organised a workshop in the department for students on cyber security with special focus on women in August 2015. Students both at Undergraduate and postgraduate level participated in the workshop and discussed the issues related

to cyber security with the subject expert. Practical guidelines were given to all the participants to enhance their security on the internet.

Workshop on Sexuality

Post Graduate and B.Sc III (Hons) students participated in a half day workshop organised by Breakthrough (NGO) on sexuality during September 2015. Ms Meeta from Breakthrough conducted the session. Issues concerning gender, sex and sexuality were discussed in a holistic Manner.

ComMutiny workshop

The department in association with Community Media Network (CMN) held a workshop for the students of the MSc Final, MSc Previous, and II year Honours in September 2015. The workshop was held in the department and focused on the strategic themes associated Youth Leadership, Youth Identity, and Youth Livelihood & Discrimination. The workshop was coordinated by Ms Aparna Ravi, who is Associate Coordinator at ComMutiny and currently engaged with amplifying visibility of the '5th Space', where young people take a journey from self to society through the usage of mass media. These media products range from films, animations, and writings to music, dance and theatre. The department along with ComMutiny is committed to using diverse media to take issues relevant to youth to a wider audience and create a learning space to debate, discuss and develop a shared understanding on youth development and active Citizenship.

Workshop on Engaging communities for Development

Mr Bharat from Vishaka (NGO) conducted a training workshop on 'Engaging Communities for Development' for post graduate final year students in October 2015. Innovative methods and strategies being used with grassroots communities in Rajasthan were shared with the students.

Workshop on Still Motion Animation Photography and Animation films

A series of workshops were organised on Still Motion Photography and Animation films by Mr Roopak Chauhan and Mr Himanshu Dhanda for Masters Students during September- October 2015. Students learnt the basics of photography and the process of creating animation films using the technique of still motion photography.

Workshop on creating songs

A workshop was organised for Masters Students with Mr Gajanand from Sancalp, a NGO in Rajasthan in January 2016. The workshop imparted basic skills to the students for creating songs for community mobilization.



Workshop on Grassroots Comics

Department organised a training in January 2016 on Comics as a tool for Development Communication by Mr Sharad Sharma, founder of World Comics India. Students created several comics posters and created digital stories on the theme 'NorthEast#NoStereotypes' to create awareness about stereotypes about citizens from North-East India.

Wall Writing Workshop

A wall writing workshop was organized for undergraduate and postgraduate students of the department in March 2016. Ms Akriti Verma from CreatifAdda was the resource person for the workshop. The session ended with all groups making one wall writing on a development issue. Three best wall writings were selected and Certificates of Appreciation were given to the Students.

Sessions on Monitoring and Evaluation of Development Programmes

Special sessions on significance and techniques of programme Monitoring and Evaluation were organised in March 2016 for previous year students of Masters programme. The students got an opportunity to understand the recent softwares used by development organisations for evaluation of their programmes. Ms Aijaz Leone from Breakthrough and Ms Jaya from Naz Foundation conducted the sessions.

Field Trips/Extension Activities

Visit to Climate Change Express

Postgraduate and undergraduate students of the department along with the faculty members visited the Climate Change Express a unique science exhibition mounted on a 16-coach AC train which was stationed for two days at the Safdarjung Railway Station in September 2015. The students got the opportunity to understand the issue of climate change through multimedia strategies used in the exhibition.

Visit to Chirag, NGO, Uttarakhand

The postgraduate students of the Department visited Central Himalayan Rural Action Group (CHIRAG) in March 2016. CHIRAG is a rural development organization based in the Kumaun

region of Uttarakhand in India. Since 1986 they have been working closely with communities to improve their quality of life. The visit gave the students an opportunity to understand about the health, education and other livelihood issues of the community.

Visit to Bio Diversity Park

Postgraduate and undergraduate students of the department along with the faculty members visited the Bio Diversity Park in Delhi along with students from Michigan State University (USA) in January 2016. The visit was organized to familiarize the students with the diverse flora and fauna in the Aravali region.

Other Important Events

Launch of Film Appreciation Club – ‘Pratibimb’

As part of the film appreciation club ‘Pratibimbh’, department organised screening of film Manthan on 31 July 2015 for post graduate students as part of the orientation of Masters students to generate a sensitivity to multilayered concerns of working with communities including Community organisation, local leadership, Livelihoods and gender concerns.

Orientation Programme

As part of the orientation programme on 6 August 2015 Ms. Fouzia (India’s first woman Dastango) was invited to sensitize the students towards the ‘Dastangoi - the traditional art of Urdu storytelling’ as a tool for development communication and engaging women into a traditional art form which was predominantly a male bastion. The discussion on using the art for social change and not only sharing the history. Story of Chaubli (Dastan-e-Chaubli) was narrated by Fouzia and used to discuss the issues of gender and women’s empowerment.



Vishwas Concert- Exhibition and Fund Raising Event for promoting Mental Health

Vishwas, the Delhi branch of the Richmond Fellowship Society (India) organised a musical evening for fundraising to expand the activities of the organization in September 2015. Vishwas works on advocacy, treatment and rehabilitation in the area of mental health. The band called Y-Point Orchestra was the highlight, which is an ensemble of IIT Bombay alumni who are successful corporate leaders and entrepreneurs passionately pursuing their musical interests. Before the concert, Masters Students exhibited posters on numerous mental health illnesses like Obsessive Compulsive Disorder, Schizophrenia, Depression, etc.

Department Foundation Day

The department celebrated its birthday on 17th September 2015. The chief guest for the event was Ms Heena Bijli and guest of honor was Dr Anupa Siddhu, Director, Lady Irwin College. Esteemed retired faculty Dr Anjali Capila also graced the occasion. The non-teaching staff along with other faculty members and students of the department formed a cohesive unit for the event. The birthday celebration saw the showcase of the department's products at the gathering.

It brought out the best of the work that the department produces in all the years' with their students from posters to flip charts to Audio Visual Aids to Radio programs to Video Films. The event had brought together the tireless work of the department and was highly appreciated by the guests present. Also, Ms Chandeeep Marwah conducted a half day workshop on "21st century skills for development professionals", on 17 September 2015.

Fifteenth Raushini Despande Memorial Oration

Fifteenth Raushini Despande Memorial Oration was organised by the Department on 26th February 2016 in association with Women Power Connect and The Friedrich Ebert Foundation. The Speaker for the oration was Prof Vibhuti Patel from SNDT Women's University, Mumbai, Maharashtra. She delivered her oration on "Economics of Gender and Development". The Oration was attended by 180 students along with 30 faculty members and research scholars.

Wandering Souls- a Photo Exhibition

A photo exhibition titled Wandering souls was curated by the students of II year (Hons.) on 13 April, 2016. It brought out the diverse yet interconnected stories of places and people in the city. Students created photo stories on issues like hardships in the life of street Barber, street tailors, daily wagers, wholesalers and beggars. Life stories of the common public and their daily routines were also covered. Some students also made the photo series on various monuments like Qutub Minar and Red Fort in Delhi.



Value added courses and Skill enhancement activities (from NAAC reports from 2015 onwards, to be added bullet- wise)

Department offers varied value added courses which reflect a unique blend of curriculum along with the exposure to the latest trends in related fields. We have offered varied value added programs that have ranged in duration as well as focus. The various value added courses offered by the department since year 2012 are as follows:

1. Role of Doordarshan in National Development

Period: February - March 2013

Focus Area: Role of Doordarshan in National Development

Details: Ms. Usha Bhasin, Additional Director General, Doordarshan was invited to give a series of lectures on Role of Doordarshan in National Development. These lectures were organized in the Department during February – March 2013. Serials and PSAs broadcasted on focusing on gender and health were shown to postgraduate students to make them understand the role of Doordarshan in creating awareness amongst people about development related issues.

2. Role of Doordarshan in National Development

Period: February - March 2014.

Focus area: Role of Doordarshan

Details: Ms. Usha Bhasin, Additional Director General, Doordarshan, was invited to give a series of lectures on “Role of Doordarshan in National Development” in which post graduate students of batch 2014 participated. This activity was well-appreciated in the previous year by the students and thus the speaker was invited to enlighten the present batch. Ms Bhasin discussed Kalyani Program which was telecasted bimonthly. The program focused upon the various public health issues like malaria, HIV, Polio, were

discussed and various actions taken by Kalyani Clubs including Jatha, campaigning, rallies, street play were broadcasted. To boost community actions, feedback of community on the club activities was showcased in the program. The discussions helped students learn television as a tool for recognizing and mobilizing community actions.

3. Workshop on Liberating Structures for Participatory Communication

Period: 10 February 2014

Focus Area: Liberating Structures for Teaching and Training

Details: The Department of Development Communication has hosted a workshop by Dr. Arvind Singhal (PhD, USC). He is a renowned communication and social change scholar from the University of Texas El Paso (USA) and is the Samuel Shirley and Edna Holt Marston Endowed Professor of Communication and Director of the Social Justice Initiative in UTEP's Department of Communication. Professor Singhal shared his vast experience with the students and faculty in the theory and research of concepts like the diffusion of innovations, the positive deviance approach, organizing for social change, the entertainment-education strategy, and liberating interactional structures.

4. Entertainment Education and Social Change: A Reflective Journey

Period: January 2015

Focus Area: Entertainment Education for Social Change

Details: A lecture on "Entertainment Education and Social Change: A Reflective Journey" was conducted by Prof. Arvind Singhal, Samuel Shirley and Edna Holt Marston Endowed Professor of Communication and Director of the Social Justice Initiative in UTEP's Department of Communication at Lady Irwin College in DCE Department. Faculty and postgraduate students attended the same. The workshop experience has been enriching for teachers especially in adopting new teaching pedagogy in Indian context. He also provides insight to students for research and outreach in sectors Edutainment for Social Change with special focus on nutrition and public health issues.

5. Workshop on "Positive Deviance"

Period: January 2016

Focus Area: Positive Deviance

Details: Workshop on "Positive Deviance" was conducted by Prof. Arvind Singhal, Samuel Shirley and Edna Holt Marston Endowed Professor of Communication and Director of the Social Justice Initiative in UTEP's Department of Communication. He shared his research work done on mother and child health in Pakistan. He has inspired students at postgraduate level and PhD scholars to take up similar research in Indian context at the DCE Department.

6. Monitoring and Evaluation of Development Programmes

Period: March 2016

Focus Area: Significance and techniques of programme Monitoring and Evaluation

Details: Special sessions on significance and techniques of programme Monitoring and Evaluation were organized in March 2016 for previous year post graduation students with sensitizing post graduate students. The students got an opportunity to understand the recent softwares used by development organizations for evaluation of their programmes. Ms. Aijaz Leone from Breakthrough and Ms. Jaya from Naz Foundation conducted the

sessions. The major outcomes of the session was creating understanding among students on the relevance of M&E for the development sector, familiarization with softwares for M&E, appreciation of new M&E techniques adopted by NGOs.

7. Lecture on ‘The Communicative Khichdi of Social Change’

Period: 4 January 2017

Focus Area: Communication for Social Change

Details: A lecture on ‘The Communicative Khichdi of Social Change’ by Professor Arvind Singhal, Ph.D Marston Endowed Professor Dept of Communication The University of Texas, USA for masters previous and final year students. The Participatory discussion laid emphasis on the relevance of interpersonal communication in behavior change Communication strategies.

8. Monitoring and Evaluation of Development Programmes

Period: March 2017

Focus Area: Significance and techniques of programme Monitoring and Evaluation

Details: Special sessions on significance and techniques of programme Monitoring and Evaluation were organized in March 2016 for previous year post graduation students with sensitizing post graduate students. The students got an opportunity to understand the recent softwares used by development organizations for evaluation of their programmes. Ms. Aijaz Leone from Breakthrough and Ms. Jaya from Naz Foundation conducted the sessions. The major outcomes of the session was creating understanding among students on the relevance of M&E for the development sector, familiarization with softwares for M&E, appreciation of new M&E techniques adopted by NGOs.

9. Lecture Series on Corporate Social Responsibility

Lecture Series on Corporate Social Responsibility

Period: August - October 2013 (30 hours)

Focus Area: Corporate Social Responsibility (CSR)

Details: A series of lectures on Corporate Social Responsibility were organized in the Department during August – October 2013 by Ms. Ruchira Gujral, Corporate Engagement Officer, UNICEF. Concept of CSR was built using success stories along with sensitizing postgraduate students about the scope of Corporate Social Responsibility in India. Case studies of successful CSR initiatives were discussed.

2. Lecture series on Implications of the New Companies Bill on the Corporate Social Responsibility Scenario in India

Period: September - October 2014 (30 hours)

Focus area: Corporate Social Responsibility

Details: Ms. Amita Joseph, Director, Business and Community Foundation (India) addressed the postgraduate students on the “Implications of the New Companies Bill on the Corporate Social Responsibility Scenario in India”.

3. Lecture series on Corporate Social Responsibility

Duration: September - October 2014 (1 Month)

Focus area: Corporate Social Responsibility

Detail: A series of lectures on “Corporate Social Responsibility” were organised in the department during September - October 2014 by Ms. Ruchira Gujral, Corporate Engagement Officer, UNICEF (New Delhi) with sensitizing post graduate students.

10. Capacity Building Initiative - Training of Students as Trainers

Duration: August - November 2013

Focus Area: Building capacity of field functionaries to promote Functional Literacy at Grassroots Level

Details: A two-day Training-of-Trainers (ToT) Programme was organized by final year post graduate students to promote functional literacy at grassroots level using a participatory approach. More than 20 field level functionaries from various organizations like Aman Biradri, SPYM, and The Vigyan Vijay Foundation participated in the programme. The prime objective was to develop skills among students on participatory training approach, methods, developing training modules and organizing effective training sessions which was successfully achieved during various sessions held with students in developing training module held over the period of 3 months and finally culminating into 2 days ToT Programme held on 11-12 November 2013. It gave hands-on experience to students as trainers and helped field workers from various organizations in building their skills to mobilize their communities to promote functional literacy using the Department's Adult Literacy Primer.

11. Training and Capacity Building of students as trainers

Period: August-November 2014

Focus area: Gender and Livelihood issues

Details: With the aim to develop skills of training in students a two-day training programme was organized by postgraduate students on 18-19 November 2014 where more than 20 field level functionaries from various organizations like Aman Bridari, SPYM, The Vigyan Vijay Foundation participated in the programme. The training was carried out using a participatory approach. The theme for this year ToT was to promote gender sensitivity and new livelihood opportunities. Participants appreciated the variety of training methods and materials used by the students.

12. Training and Capacity Building of students as trainers

Period: August-November 2017

Focus area: Engaging Youth for promoting Health and Well-being

Details: With the aim to develop skills of training in students a two-day training programme was organized by postgraduate students on 9-10 November 2017 where more than 20 field level functionaries from various organizations like Aman Bridari, SPYM, The Vigyan Vijay Foundation participated in the programme. The prime objective was to develop skills among students on participatory training approach, methods, developing training modules and organizing effective training sessions which was successfully achieved during various sessions held with students in developing training modules held over the period of 3 months and finally culminating into 2 days ToT Programme. The training was carried out using a participatory approach. The theme for this year ToT was to promote gender sensitivity and new livelihood opportunities. Participants appreciated the variety of training methods and materials used by the students.