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23.11.2023

Department of Journalism and Mass Communication

Report

Group Discussion on The Social Change Campaign In India: Viksit Bharat, Sashakt Bharat

(Session 2023-2024)

Activity: Group Discussion on The Social Change Campaign In India: Viksit Bharat, Sashakt Bharat

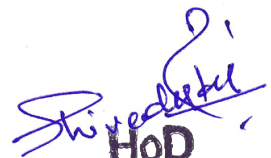
Subject: Development Communication 201

Faculty in Charge : Dr. Vipul Partap, Associate Professor, Dept. of J&MC

Participants : Students of 3rd Semester (2nd Year) Morning (Shift-I)

Objectives:

- To understand the perspectives of various government bodies and non-governmental organizations to ensure a well-rounded understanding of their expectations, concerns, and potential contributions to the Viksit Bharat, Sashakt campaign.
- To define clear and measurable objectives for the Viksit Bharat, Sashakt campaign, aligning them with broader social change goals in India.
- To Evaluate and discuss the resources required for the successful execution of the Viksit Bharat, Sashakt Bharat campaign.
- To develop a cohesive communication and messaging strategy for the Viksit Bharat, Sashakt, ensuring that it resonates with diverse audiences across different demographics and regions.


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Execution of the activity:

It was required of the BA (JMC) batch 2023–24 second-year students to once the topics were selected, students delved into in-depth discussion on the Viksit Bharat, Sashakt social change campaign in India. This phase included understanding the stakeholder perspectives foster a comprehensive discussion to gain insights into the perspectives of various stakeholders, including government bodies, non-governmental organizations, businesses, and the general public, to ensure a well-rounded understanding of their expectations, concerns, and potential contributions to the Viksit Bharat campaign.

Learning Outcomes:

- The students gained a deeper understanding of the social issues targeted by the Viksit Bharat, Sashakt campaign, including the root causes, implications, and potential solutions.
- The participants comprehended and discussed the diverse perspectives of stakeholders involved in the campaign, fostering an appreciation for the complexity of social change initiatives and the importance of collaboration.
- The Participants discussed develop skills in strategic goal setting, learning how to align campaign objectives with broader societal goals and create measurable targets.

Photographs:




Shiv Prakash
HoD
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List of Participants:

Serial No.	Enrollment No.	Name of the student
1	00517002422	Aryan kumar
2	00617002422	Aashka Jain
3	00817002422	Bushra
4	01017002422	Devansh Munjal
5	01217002422	Krish Gupta
6	01317002422	Harshita Jain
7	01417002422	Lavanya Agarwal
8	02017002422	Bhumi Vashisht
9	02117002422	Sanya Chadha
10	02217002422	Meghna Thakur
11	02417002422	Rachit Aggarwal
12	02517002422	Amogh Sharma
13	02917002422	Gungun
14	03017002422	Tanishka
15	03117002422	Gaurav Prashar
16	03217002422	Jaya Jain


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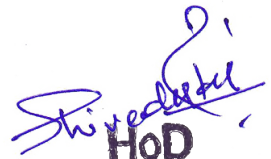
17	03317002422	Arsheya vohra
18	03417002422	Tarushi Jain
19	03617002422	Mania Nagpal
20	03717002422	Kashish Chaurasia
21	03817002422	Aaisha
22	04017002422	Prachi Singh
23	04117002422	Shivani Jha
24	04217002422	Amanpreet Kaur
25	04617002422	Arya Patel
26	04717002422	Gurjot Singh
27	04817002422	Niharika Kakkar
28	05017002422	Anjali
29	05117002422	Mananjyot Singh Bindra
30	05217002422	Anshita Saini



Faculty in Charge

Dr. Vipul Partap, Associate Professor,

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