



In partnership with
National Council of
Rural Institutes ((NCRI)



CONCEPT NOTE

Faculty Development Programme on Rural Communication (23rd February – 1st March, 2018)



Three billion people in developing countries live in rural areas and constitute the majority of the world's poor. India is one of these developing countries. Gandhi's statement "India lives in its villages" still holds true with nearly 68.85 per cent of the country's population residing in rural areas. Thus it is imperative to introduce the socio-political and economic realities of rural India to the students so that they can make a difference in the lives of rural communities of India by using the communication tools like newspapers, magazines, radio etc. With these objectives almost every state and central university has introduced the course on rural communication in their curriculum under various nomenclatures. However, there is a need to update the concerned faculty members time-to-time about the issues and challenges in this field.

This FDP on Rural Communication is one such endeavour to update and sensitize the concerned faculty members towards rural issues and train them to further spread the knowledge in effective and interesting manner to the students by using theoretical as well as practical methods.

The FDP marks an important milestone in the roadmap towards establishing rural communication as a very important stream of the communication discourse. It will be highly interactive programme which will provide class room training, theoretical back grounding and working sessions to implement them throughout the programme. It will also provide an opportunity to the delegates to refine the approach and skills of teaching such courses. This FDP will be hosted by Central University of Jammu in collaboration with National Council of Rural Institutes (NCRI).

When?

23rd February – 1st March 2018.

Where?

Central University of Jammu, J & K, India

For whom?

The FDP will be training for trainers. It will be offered exclusively to the young faculty members of any state or central universities of five states of India – Jammu & Kashmir, Himachal Pradesh, Punjab & Haryana, Uttarakhand and Rajasthan, who are on substantive post and teach the courses related to rural communication. Participation will be limited to a **maximum of 25 teachers**, preferably (but not limited to) those who teach courses related to development communication.

Aims and objectives:

This FDP will provide a forum for the presentation and discussion of:

- (1) Issues and challenges related to rural communication
- (2) The need for technical assistance in highlighting the issues and overcoming the challenges
- (3) Building public opinion, persuading and circulating government policies
- (4) Establishing social linkages and diplomatic role in progress of rural communities

- (5) Disseminating informations about health and education programmes.
- (6) Experiential learning based on two day field attachment

In addition to the above the event will create an excellent opportunity for networking and establish a sustainable network of partner and stakeholder organisations.

These aims will be achieved through the delivery of an integrated package of targeted capacity-building support, comprising:

- Lectures on various aspects of rural communication by eminent resource persons of the field.
- Case study and discussion session
- Short film view and discussion session
- Group exercise and group discussion
- Field work using PRA techniques

Benefits:

- learn from good practices demonstrated across the academia
- utilise an opportunity to disseminate the results of successful practices
- meet your peers and share what works and what doesn't and identify synergies and ways of working together to help in your future work
- meet and network with relevant stakeholders in the field
- experiencing the community life by 2-day field attachment and community based learning.

Registration Fee:

No registration fees will be charged.

Accommodation:

Decent accommodation for the FDP duration will be provided by the organisers on twin sharing basis.

Travel:

The selected delegates for this FDP will be given travel support including local travel. Travel will be as per central government rules.

Plan of programme:

The FDP will also offer a programme of activities allowing open dialogue, constructive critique and self-reflection. It will include the following key elements:

Thematic working forums

Working forums will enable direct interactions among participants. The main aim of the debate is to identify common challenges and major barriers, share examples of effective practices and develop practical solutions in planning and setting up new as well as managing and evaluating existing system of teaching rural communication. Within each working forum, there will be an opportunity to explore technical assistance needs in overcoming the challenges and barriers, linked to the particular theme of each group:

- 'Rural Communication: key challenges and good practices'
- 'Implementing government policies: key challenges and good practices'

- ‘Involvement of key actors (social partners, employers...)’
- ‘Changing mind-sets towards prevailing practices – how can they be made more effective?’

‘Summing up’ sessions will be bringing delegates together to summarise the outcomes of the lectures in thematic working forums; rapporteurs from each group will briefly summarise the workshop discussions and highlight the key issues and potential solutions as well as examples of transferable practice.

‘Key lessons and way forward’

This session will offer a facilitated debate and reflections on the key messages emerging from the discussions.

How to apply?

Fill up the form attached here and send it preferably by mail on or before 10th February, 2018.

Please send it to archanaiimc@gmail.com

Statement of Purpose:

The application must be accompanied by a 200-word statement detailing the applicant’s teaching/research interests.

Documents to be attached with application form (preferably by mail on archanaiimc@gmail.com):

- Statement of Purpose
- Letter by VC/Dean/Head nominating you for the workshop
- One passport size photograph

Organising Committee:

- | | |
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| 1. Prof. Ashok Aima
Vice Chancellor, Central University of Jammu | Chief Patron |
| 2. Prof. Govind Singh
Head, Dept. of Mass Communication & New Media | Chairperson |
| 3. Ms. Archana Kumari
Assistant Professor, Dept. of MCNM | Programme Coordinator |



CENTRAL UNIVERSITY OF JAMMU
जम्मू केन्द्रीय विश्वविद्यालय
DEPARTMENT OF MASS
COMMUNICATION AND NEW MEDIA



Seven day Faculty Development Programme on Rural Communication For concerned faculty members (23rd February – 1st March, 2018)	
Sponsored by National Council of Rural Institutes (An MHRD institution)	
Name of the applicant	
Current position/ Designation	
Highest academic qualification	
Name of the University/ College/ Institute	
Date of birth	
Social category (SC/ ST/ OBC/ General)	
Research Area/ Interest	
E Mail	
Mobile No.	
Address for communication	
I hereby declare that the above information given by me is true, completely and correct to the best of my knowledge.	
Date:	
Place:	Signature

(Note: Applicants interested in the Faculty Development Programme may kindly fill this form and send the signed copy along with Statement of Purpose in 300 words, Letter by VC/Dean/Head nominating for the workshop and one passport size photograph to the programme coordinator, preferably through e mail at archanaiimc@gmail.com on or before 15th February, 2018),