

# CENTRAL UNIVERSITY OF ODISHA, KORAPUT

## OFFICE OF THE PUBLIC RELATIONS

PRESS RELEASE, DATE 26.09.2021

### **IQAC, CUO organizes webinar on 'Development Communication: Practitioners Perspective'**

A webinar on 'Development Communication: Practitioners Perspective' was organized by the Internal Quality Assurance Cell (IQAC) of the Central University of Odisha on 24.09.2021. The aim of the webinar was to enhance the knowledge and skills of communication practitioners and students in the specialised field of development communication. Prof. Pramod Kumar Jena, Visiting Professor, Department of Journalism & Mass Communication was invited to deliver the talk as the key speaker on this occasion.

Prof S. K. Palita, Vice Chancellor I/c, CUO conveyed his best wishes for a successful webinar and said "the development communication is facilitating social development. It creates positive social changes in sustainable development". He hoped communication practitioners, faculty, scholars and students will acquire a special knowledge and skills on development communication from the vast expertise and experience of Prof. Jena. Prof Akshay Rout, Visiting Professor, Department of Journalism & Mass Communication and former Director General (Special Projects), Swachh Bharat Mission chaired the webinar and delivered the welcome address and briefed about the importance of development communication in the present context. Dr. Pradosh Kumar Rath, Head-in-Charge, Dept of Journalism & Mass Communication, delivered the introductory note and explained the relevance of the topic.

Delivering his address Prof Jena defined the various prospective of development communication. He said "it is the flow of positive energy from a committed professional aiming at some betterment among the target audience by informing, educating, inspiring, motivating, persuading, campaigning and by all means of positive efforts". He has given some case studies adopted by communication experts in different media applied in development of the people. Advising the development communicator he said " it flows from heart, not from the head. Each and every word has a positive vibe. It aims for some good, some help, and some concern. Commitment is its foundation, love is its pillar and trust is its roof". He advised the students to do good of the society while you purse your degree.

The talk was followed up by an interactive session where the students and the faculty members of different departments participated with questions and comments.

Ms. Talat Jahan Begum, Lecturer, Dept. of DJ&MC introduced the speaker Prof. Jena. The lecture was beautifully summed up by Prof P.Durga Prasad, Visiting Professor, Dept of Sociology. Dr. Sourav Gupta, Assistant Professor, DJMC, tendered the vote of thanks. Aalong with faculty members and students of the University Prof. K.C. Pradhan, Visiting Professor, Odia' Prof. Bhagabata Patra, Visiting Professor, Economics, Dr. Phagunath Bhoi, Public Realtions Officer were actively actively participated the program with great enthusiasm.

Dr. Phagunath Bhoi, Public Relations Officer