

CENTRAL UNIVERSITY OF ODISHA, KORAPUT  
OFFICE OF THE PUBLIC RELATIONS  
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**Central University of Odisha Faculty Highlighted at UNICEF Workshop on Nutrition Intervention**

Two distinguished faculty members from the Department of Journalism and Mass Communication at Central University of Odisha served as key resource persons at a recent workshop organized by UNICEF in collaboration with the South Orissa Voluntary Organization (SOVA). Held at the Tathastu Auditorium in Koraput, the workshop focused on "The Importance of Nutrition Intervention for Preventing Severe Wasting and Growth Faltering Among Young Children."

The event drew development professionals from across India and Odisha, featuring a roster of notable speakers including Mr. Sourav Bhattacharya from UNICEF Odisha, Prof. A.B. Ota, former Director of SCSTRTI Bhubaneswar, Dr. Charudutta Panigrahi from FIDR, Ms. Lopamudra Tripathy from SBCC UNICEF Delhi, Dr. Narendra Mishra, a renowned Theatrician, and Mr. Sanjeet Patnaik, Secretary of SOVA. The inaugural session was graced by the ADM of Koraput, Chairperson of Zilla Parishad Koraput, and the Food Officer of Koraput.

Dr. Sourav Gupta, Assistant Professor at DJMC, CUO, delivered a compelling presentation on "Nutrition: The Socio-economic, Cultural and Communication Praxis," highlighting the significance of cultural ecology and language in fostering behavior change within tribal communities.

Dr. Pradosh Kr. Rath, also an Assistant Professor at DJMC, CUO, addressed the panel on "The Role of Media in Effective Communication Strategies for Nutrition Education," focusing on leveraging media to enhance developmental communication.

Both Dr. Gupta and Dr. Rath expressed their gratitude to Prof. Chakradhar Tripathi, Hon'ble Vice-Chancellor of CUO, for nominating them as speakers and acknowledged his contributions to CUO, including the establishment of fruit shops and a pipeline project for dairy farming.

The workshop saw active participation from government officials, village women, and children from the Koraput district.

Dr. Phagunath Bhoi, Public Relations Officer