

REGISTRATION Link

<https://forms.gle/4DEtkn9vUNGw8pBJA>

PROGRAM SCHEDULE

<u>TIME</u>	<u>DETAILS</u>
9:30 am - 10:30 am	Registration
10:30 am - 12:30 pm	Inaugural Session
12:30 pm - 01:30 pm	Deliberation of the findings of Research study
01:30 pm - 02:30 pm	Lunch Break
02:30 pm - 03:30 pm	"Panel Discussion" Discussion on the Implementation of policy initiatives
03:30 pm - 05:00 pm	Valedictory Session

Note: *All the participants will get the certificate
*No Registration fees



University Map

CHIEF PATRON



Prof. N.B Singh
HON'BLE VICE CHANCELLOR

ADVISORY BOARD

Prof. Sauban Saeed
Dean, Academics

Prof. Masood Alam
Dean, Faculty of Arts & Humanities

Prof. Chandana Dey
Dean, Faculty of Social Sciences

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Prof. S.K. Trivedi
Dean, Faculty of Engineering and Technology

Prof. Syed Haider Ali
Head, Department of Business Administration

Prof. Tanveer Khadija
Head, Dept. of English and MEALS

CONVENOR

Dr. Ruchita Sujai Chowdhary
Incharge, Dept. of Journalism and Mass Communication

Organising Secretaries

Dr. Shachindra Shekhar
Dr. Kazim Rizvi
Dr. Nasib
Ms. Chitwan Mishra
Ms. Muskaan Bano Ansari



KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY, LUCKNOW

ORGANISES ONE DAY WORKSHOP ON

Gender sensitization through Beti Bachao, Beti Padhao- A Roadmap for social Change



Sponsored by : Indian Council of Social Science Research, New Delhi (ICSSR)

Date: Tuesday February 27, 2024

Time: 09:00 a.m - 05:00 p.m

ABOUT THE UNIVERSITY



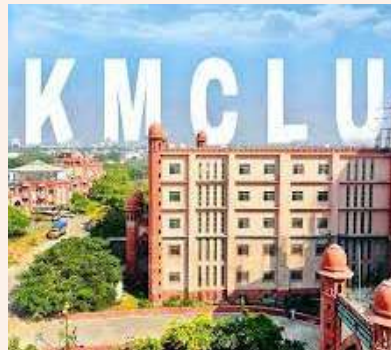
Khawaja Moinuddin Chishti Language University was established on 01 October, 2009 under U.P State Universities (Amendment) Act. The university is presently located on 28 acres of land on Sitapur-Hardoi Bypass road, Lucknow and the Government has also allocated 12 acres additional area to the university. The first academic session started in the year 2013 with the Faculty of Social Science, Faculty of Arts, Faculty of Science, Faculty of Commerce, Faculty of Engineering, Faculty of Law and Faculty of Pharmacy.

Since its inception the University has grown considerably in its scale and scope. It now offers a plethora of learning opportunities to the students from within and outside the state and with a rich blend of professionalism and tradition, this University has already established a niche in the academic circle of Uttar Pradesh to contribute extensively towards promotion of languages.

It also aims to equip its students with quality education along with a deep understanding of the cultural fabric of the country and inspires them to contribute progressively towards building a knowledge society.

UNIVERSITY AMENITIES

- > LABS
- > VIDEO CONFERENCING HALL
- > STUDENTS' FACILITY CENTRE (SFC)
- > PANDITDEEN DAYALUPADHYAYASHODHPEETH
- > MEDICAL CENTRE
- > INDOOR THEATRE
- > MEDIA STUDIO
- > LIBRARY
- > UNIVERSITY GYMNASIUM AND CLUB
- > BASKET BALL COURT AND NET-PRACTICE FACILITY
- > AWADH INCUBATION FOUNDATION (AIF)
- > DEAN OF STUDENTS' WELFARE
- > WOMEN STUDY CENTRE



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

The Department is committed to providing students with opportunities for self-exploration within the profession. Its courses, uniquely designed and employing exclusive pedagogy, are well-aligned with the diverse areas reflecting the industry's evolving demands.

Dr. Ruchita Sujai Chowdhary serves as the Incharge of the Department, overseeing the daily operations and management of the department.

Staffed with highly qualified faculty possessing extensive experience, industry exposure, and a research-oriented approach, the department has educators who have published research papers in reputable professional journals. These faculty members are dedicated, competent, and bring a wealth of experience to their roles.

The Department offers a liberal arts curriculum focusing on the functions and effects of the mass media. The course work is broad-based and students investigate many areas, from journalism and video production to communication theory and media history. Hands-on experience is emphasized as much as scholarly research. Mass communication students are trained for careers in the media by undertaking a rigorous program. Emphasis is placed on meeting deadlines, accuracy, ethics, and a cross media approach.

The Department currently offers Bachelors of Arts in Journalism and Mass communication (BA-JMC), Masters of Arts in Journalism and Mass Communication (MA-JMC) and Ph.D. in Journalism and Mass Communication.

OBJECTIVES OF THE WORKSHOP

- ➔ To discuss the objectives of BBBP scheme.
- ➔ To explore the implementation policies of BBBP scheme.
- ➔ To discuss the objectives of the research study sponsored by ICSSR entitled **“Analysis Of Access, Exposure And Communication Gaps Of Beti Bachao, Beti Padoo Scheme Implemented In The Central Regions Of U.P.”**.
- ➔ To discuss the research methodology and analysis of primary data.
- ➔ To discuss the findings of the research study with its stakeholders i.e. Anganwadi teachers, school teachers, Gram panchayat members, Asha workers, Anganwadi Karyakatri etc.