

TITLE OF EVENT/PROGRAMME:

Socioeconomic Survey Research Project

THEME OF THE EVENT/PROGRAMME:

Exploring Real-World Socioeconomic Issues through Primary Research

DATE:

March 2025- May 2025

VENUE:

Asutosh College Humanities Block, Communicative English Department

OBJECTIVE/PURPOSE:

The objective of Survey Research Project project was to enable Semester 6 students of Communicative English to engage with real-life social and economic issues through hands-on fieldwork and research. It aimed to develop critical thinking, research methodology, and data interpretation skills by encouraging students to conduct original survey-based projects on topics of their own choosing.

PARTICIPANTS:

Students of Semester 6, Department of Communicative English

BRIEF REPORT ABOUT THE EVENT/PROGRAMME:

As part of the curriculum, students of Semester 6 undertook a field-based survey research project focusing on socially and economically relevant themes. Each student chose a unique research theme and designed questionnaires, collected primary data through field work from targeted demographics, and analyzed the findings using basic statistical and interpretive tools. Their research culminated in a written report and an oral presentation, which were evaluated by faculty members.

EXPECTED OUTCOME:

The project was designed to nurture independent inquiry, enhance students' understanding of research techniques, and encourage them to view communication in its broader social context. It also aimed to build confidence in public speaking and academic writing while fostering an appreciation for data-driven insights into contemporary issues.