

TITLE OF EVENT/ PROGRAMME: Special Lecture by by Prof. (Dr.) Arvind Singhal, renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso

DATE: 6th January 2025, Monday at 11 am to 2 pm

VENUE: Sennet Hall, University of Calcutta

PARTICIPANTS: All semester students and teachers of Department of Journalism and Mass Communication, Asutosh College

OBJECTIVE: A special lecture was organised by the Department of Journalism and Mass Communication of University of Calcutta to celebrate year-long 75th Anniversary of the department. Renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso

TARGET AUDIENCES/PARTICIANTS: All semester students and teachers of Department of Journalism and Mass Communication under University of Calcutta

ATTENDANCE SHEET:

ASUTOSH COLLEGE
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92, S.P. Mukherjee Road
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To
The Principal
Asutosh College
Kolkata

Date: 6th January 2025

Subject: Request for Permission to Attend Seminar by Dr. Arvind Singhal

Sir,

I hope this letter finds you well. I, on behalf of the students and faculty of (Your Department), am writing to seek your kind permission to attend a seminar by Dr. Arvind Singhal, Prof. Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and the Director of the Social Justice Initiative at the University of Texas at El Paso, USA and a globally acclaimed expert in communication on studies has kindly consented to deliver a Special Lecture on the occasion of the 75th Anniversary of the inauguration of Journalism and Media education at the University of Calcutta on 6th January 2025, from 11:00 AM onwards.

The seminar promises to be an enriching experience, providing valuable insights into "Why communication scholars and practitioners need to pay attention to positive deviance," which aligns with our academic curriculum and interests. Participation in such an event will greatly contribute to the academic growth and exposure of both students and faculty. We assure you that all participants will maintain discipline and represent the college in the highest regard. We kindly request your approval for this educational engagement and any necessary assistance for official correspondence.

The list of faculty members and the students who are willing to attend the seminar is given below.

Thank you for considering our request. We look forward to your positive response.

Yours sincerely,
Dr. Reema Roy
Head,
Department of Journalism and Mass Communication
Asutosh College

The faculty members who are willing to attend the seminar:

1. Dr. Reema Roy
2. Dr. Priyanka Roy
3. Dr. Manoj Das
4. Nandini Chatterjee
5. Shikha Chatterjee

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The students who are willing to attend the seminar:

S. no.	Name	College roll Number	Semester	Contact Number
1.	Sami Khatun	1817	Semester 1	9650750973
2.	Nisha Das	1817	Semester 1	9617792740
3.	Olivia Pal	1283	Semester 1	9673145235
4.	Saima Sultana	9615	Semester 1	6297539818
5.	Balika Bysani	0707	Semester 1	8912396229
6.	Kritika Baral	0925	Semester 1	9638424815
7.	Sritika Das	0947	Semester 1	7139687580
8.	Maitika Chatterjee	8313	Semester 1	8240666605
9.	Asha Biswas	1121	Semester 1	9636536796
10.	Anandika Ghosh	528	Semester 1	8391853640
11.	Soumitra Saha	0768	Semester 1	9339030339
12.	Dritya Ghosh	647	Semester 1	6297539824
13.	P. Shome	1089	Semester 1	8255556644
14.	Hritika Ghosh	0289	Semester 1	7601822485
15.	Farzana Nadeem	0424	Semester 1	8077566028
16.	Anusika Paul	1303	Semester 1	9674961815
17.	Mayana Sinha	1113	Semester 1	8240703912
18.	RUPA DAS	8250	Semester 1	9674409779
19.	Santosh Yadav	880	Semester 1	7990934778
20.	Mousmita Kalita	2099	Semester 1	9617731847
21.	Sagar Mondal	0990	Semester 1	9336684110
22.	Pooja Saha	8195	Semester 1	6290854974
23.	Palash Datta	0331	Semester 1	6291221399
24.	Trisha Singh	619	Semester 1	9361277712
25.	Anandita	1080	Semester 1	7075796430
26.	Trisha Banerjee	0873	Semester 1	6291427627
27.	Anantika Bhowmik	0866	Semester 1	7139482479
28.	Anam Mandi	0846	Semester 1	9676866299
29.	Shreya Singh	1031	Semester 1	9903093805
30.	Soumitra	1095	Semester 1	8395599292
31.	Indrajit	0567	Semester 1	6291552398
32.	Anoushka Das	0875	Semester 1	9475755580
33.	Soumit Choudhury	0674	Semester 1	9330784807
34.	Anindita Das	0199	Semester 1	6290949458
35.	Soumyadip Majhi	0882	Semester 1	7139384390
36.	Rishita Saha	0723	Semester 1	7980805843
37.	Sagnik Paul	1091	Semester 1	9675472382

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S. no.	Name	College roll Number	Semester	Contact Number
38.	Soukarna Roy	0384	Semester 3	7439684372
39.	SIYAN SHARFARAI ALAM	694	Semester 5	7872638234
40.	Rishi Macunder	0392	Semester 5	8101344968

BRIEF REPORT ABOUT THE EVENT/ PROGRAM:

A special lecture was organised by the Department of Journalism and Mass Communication of University of Calcutta to celebrate year-long 75th Anniversary of the department. Renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso. The Lecture was attended by 40 students from all the semesters along with 5 faculty members of the department of Journalism and Mass Communication, Asutosh College. The lecture was highly engaging and thought-provoking. Prof. Singhal traced the origins of Positive Deviance to efforts in addressing malnutrition in Vietnam during the 1990s. he highlighted how local families implemented unique yet replicable practices that significantly improved child nutrition, despite poverty.

EXPECTED OUTCOME:

Attending Prof. Singhal's lecture on 'Why Communication Scholars and Practitioners need to Pay Attention to Positive Deviants' was an enriching experience that highlighted the power of local knowledge and grassroots innovation. It provided a fresh perspective on addressing complex issues by looking inward rather than outward. The insights from the lecture have broadened the understanding of effective problem-solving and inspired students to explore ways to integrate those principals into their own work and projects.

GEO-TAGGED PHOTOGRAPHS:



