

**A Brief Report  
on  
Career Evolve:  
Two-day workshop  
on  
Career Opportunities in Mass Communication  
January 9 - 10, 2021**



*Organized By*




**Department of Mass Communication & Journalism  
Tripura University  
Agartala, Tripura**

*In Collaboration With*



**RAJIV GANDHI NATIONAL INSTITUTE OF YOUTH DEVELOPMENT  
Institution of National Importance by the Act of Parliament No.35/12  
Ministry of Youth Affairs and Sports,  
Government of India, Sriperumbudur – 602 105.**



## **Career Evolve :**

### **Two-day workshop on Career Opportunities in**

### **Mass Communication**

#### **Preface and Acknowledgements :**

The coordinator, Prof. Abhijit Bora, on behalf of the MCJ Department and TU fraternity as a whole expresses his gratitude for supporting us with such a highly-interesting programme that would go a long way in inspiring the youths who participated in it and also many others through them. We acknowledge the immense support from this august and reputed institution dedicated to youth development – RGNIYD, Sriperambudur in both material and spiritual ways. Without such a gesture the programme would not have been possible at all. We do seriously look forward towards a long-lasting meaningful relationship in the future in all feasible areas of collaboration. It is to be noted that the North-Eastern Region (NER) of the country has quite a few uniqueness from many aspects making its presence felt in different areas of life. At the same time the youths of the area also do need a push in different areas of career-progression for which awareness campaigns like this are a major necessity from time-to-time. Thus it was highly-timely that this workshop was organized. This would go a long way in showing a portion of the youths some light towards preparing themselves for a professional engagement in the field of media and communication. With word of mouth advertising being the catch of the hour, we expect that there would be further spreading of the awareness in future in a much faster way than it would have been deemed possible by any other means.

## Preamble :

It is a natural development that generations of youths growing up every passing year and requiring a hand-holding of certain level for choosing as well as preparing for a specific professional expertise for earning their livelihood in future. Thus, proper efforts need to be carried out constantly in any emerging area always as and when the demand comes. This is why, we from the field of mass media and communication have felt that it would be our bounded duty to throw some lights on various opportunities in this discipline for the upcoming youths. Also because then the inherent potential can be utilized to the optimum level and thereby enrich the lives of the youths and the society in the long run. With that goal and aim in mind, we worked for this specific career-orientation workshop in our domain area and are thankful that RGNIYD has readily offered to support us in the endeavour. Thereby also opening up vistas for future collaborations and cooperation.

## Background of the Program

The mass communication and media industry of the country and also that of the NER has gone ahead with a wide range of expansion in each of its avenues. Yet, the awareness about the immense professional scope in the industry is still somewhat not very high as it should have been. Hence, it is deemed that the students, more so for the upcoming youths of the NER should be given an exposure to the professional scope in this world. This would help them prepare for academic training in due course of time and avail of the opportunities for making a meaningful career in this field in the coming days. This is the most underlying need for organizing the workshop. The NER is endowed with a lot of difficult terrains which calls for going the extra mile to bring in awareness to the youths here in so many different fields. Hence, this workshop was mooted and RGNIYD readily came forward to support us.

## Objectives of the Programme


- i) Make the students / youths aware of the various avenues of scope for getting a professional engagement in this sector – both as individual entrepreneurs or in salaried jobs,
- ii) Provide a platform for interface with industry professionals for getting a first hand account of the professional scope in this sector,
- iii) Orienting the youths with some amount of hands-on learning process or hand-holding for allowing them a glance into the things to be expected while doing a job professionally,
- iv) Inform them about the facilities and scope for institutional training in this field,
- v) Getting to know how to prepare for an entry to a professional institutional training in this direction,

## Target Group for the Program :

Youths of the NER, specially Assam in the age group of 16 onwards, preferably undergraduate students of colleges and higher classes of schools of the state. While we have received a large number of applications for consideration for the workshop, we could accommodate only about 50 of them. The cross section of these participants included those from 10 + 2 level to postgraduates from various colleges and universities of the state. This was an interesting group with a lot of diversity which was a positive development in the process.

## Inaugural Function of the Programme :

The workshop went off to a good start with the Inaugural ceremony graced by the Prof. Sibnath Deb, Director, RGNIYD and Prof. PK Das, Dean, Humanities and Social Sciences School, TU, (representing the Vice Chancellor, TU), Prof. Vasanti Rajendran, Head



of Training at RGNIYD, Prof. Joya Chakraborty, HoD of Mass Communication & Journalism Dept., TU. And Dr Biren Das, Registrar, TU from 9.45 a. m. onwards on January 9<sup>th</sup>. While Prof. Chakraborty initiated the programme and delivered the welcome speech, Prof. Deb spoke about RGNIYD's areas of priority and a collaborative way to take things forward. Prof. Das in his speech looked forward to working more closely with RGNIYD in an innovative manner in future. Dr Biren Das appreciated the gesture from RGNIYD in supporting noble activities taken up by the university and expressed hopes that it would continue in the future also. It may be noted that as the country was recovering from the COVID19 pandemic, we could manage to make it a fully “offline” programme except a few of the resource persons. However, we regret not being able to provide accommodation to the participants because of the pandemic situation. We believe that this would have made the programme further participatory with development of bonhomie among them for future networking and development.

### Topics Covered by the Resource Persons

1) **Prof. Vasanti Rajendran (Online)** had very eloquently described the Sustainable Development Goals and their connection with the youths' community and the need to effectively take this partnership forward. This was part of RGNIYD's objective of inculcating the minds of the youths to the optimum possible extent about the significance of SDGs. The idea is to make the young minds understand as well as emerge as the champions of the goals for the society.

2) **Mr Amrit Pritam Dutta (Offline)** a renowned and established sound recording professional from Mumbai who demonstrated the various scope for professional engagement in this avenue. Combining areas of sound and special effects, Mr Dutta delivered a highly-

appreciable interaction with the participants on the scope for training in this direction which was effectively understood by the youths in their stride.

3) **Mr Sushanta Talukdar (Offline)**, founder editor of [www.nezine.com](http://www.nezine.com) discussed news presentation in the internet with an entrepreneurial bent of mind. Mr Talukdar having more than 20 years of experience in active reporting both in the print and the electronic media was highly-successful in providing the much sought-after inputs in terms of pursuing a meaningful career in both these areas.

4) **Mr Sachin Gogoi (Online)**, Team Lead, BBC deliberated about the scope for journalism as a career in the electronic media. An alumni of this department, Mr Gogoi managed to establish a strong rapport with the participants and inculcate a major sense of issues to be handled if someone would like to pursue a career in this chosen field.

On the second day of the workshop, January 10<sup>th</sup>,

5) **Mr Sanjeev Kumar (Online)**, a prominent Development Communication practitioner and consultant who discussed the ways of preparing for a career in this field. The field practitioner of more than three decades' experience in this area Mr Kumar offered valuable inputs to the participants in this discipline which the latter appreciated to a big extent.

6) **Prof. Abhijit Bora (Offline)** of MCJ Dept. in which he highlighted on preparing for a career in this field from academic point of view as well as informing the participants about the educational institutions across the country offering programmes in media and communication. It may be mentioned here that Prof. Bora has a postgraduate degree in Mass Communication supported by about seven years' experience in field reporting both in print and All India Radio prior to joining full-time teaching. Dr Bora was successful in discussing various aspects of professional engagement in the field of communication and media and also the academic opportunities in this direction.




7) **Mr Senjam Rajsekhar (Online)**, eminent Public Relations consultant who gave an adequate exposure to the participants to the wide avenues of exploring PR as a professional work. PR being a highly-emerging professional area under the broader discipline of mass communication, Mr Rajsekhar could hold the audience captivated with his skilful discussion about the various nitty gritty of the profession.

8) **Mr Bhaskar Hazarika (Offline)**, the eminent independent film maker who held the participants captive with his real life experiences in the industry. Mr Hazarika who shot into fame at the national level with just two of his films, held the participants in awe with his deep insight into the various aspects of the profession of film-making and also the need as well as the scope for training in this regard.

### **Feedback from the Participants**

While most of them unanimously opined that this was once-in-a-lifetime opportunity, they were of the opinion that it should have been extended by one more day with more time for discussions and explanation of the scope in a very closed manner. Yet, they also understood the limitations of time and resources and are highly satisfied with the programme including all the logistics support provided by the University with support from RGNIYD. Most of them also wanted at least one more such a programme in the near future which can be looked into in the coming days with discussion between the two partnering institutions. They appreciated the resource persons to a high extent appreciating their experience, expertise and effective delivery of the sessions in a convenient and easy manner understandable for all.

□□ **Background of the Participants** : Most of them belonged to colleges with a good number of them currently doing B Voc. Programme in Journalism and Bachelor of Journalism, a few school



students, all belonging to wide area expanding to about 200 / 300 kilometre in and around of TU. To say the least, it was an ideal mix of participants from different areas of and disciplines.

□□ Internet Connection Problems Faced by the Participants : Hardly any as MCJ Dept., has a good set up for all these facilities. The facilities are state-of-the-art including the hall for conducting the programme.

□□ Effectiveness of the Online Program : It was primarily ‘offline’ with half of the resource persons speaking ‘online’ which was smooth without any hiccups. While it would have been highly-appreciable if it could have been ‘fully’ ‘offline’ yet it was successful to the optimum extent under the prevailing circumstances.

□□ Clarification of Queries by the Participants during the Program : Quite adequately explained and attended to by all resource persons. There was lively interactions on all relevant issues between both the sides.


□□ Perception about the Resource Persons : Very good. Participants were highly impressed by the resource persons and personal contacts were also established. There were mutually-beneficial interactions to say the least.

□□ Views about the Online Mode of the Program : Good. Participants were satisfied to a big extent. The scope was utilized to the maximum possible extent for a positive cause.

□□ Views about Duration of the Program : Many of the participants hope for a longer duration or may be three days with some more time with each individual resource persons. In future, maybe we can think of a five-day or seven-day hands on exclusive training programme on any specific sub area of the broader discipline of mass communication and media.

□□ Views about Attending Similar Program in Future : A lot of enthusiasm by the participants for participating in at least another similar kind of programme in near future at TU. It is for sure





that provided such a programme is organized, there would be ready participation from a good number of students interested in making a career in this direction.

□ □ Views about Sharing of Information about the Program with Others : The participants were highly eager to spread the good word about such an effective workshop to all of their acquaintances. They were so satisfied that they assured the organizers that they would like to spread the word in future for attending any such programme, if organized.

### Conclusion and Recommendations

The existing programmes and aims of RGNIYD for development of youths of the country are highly appreciable. We can think of more collaborative activities in the near and distant future in areas of our common interest. It is also suggested that faculty and student level exchange may be initiated in a phased manner in the coming days for allowing the stakeholders more awareness as well as orientation into RGNIYD's philosophies and areas of priority. This would also help both of us into coming to know the good practices prevalent in RGNIYD and TU which would help us further in facilitating the collaborative activities more in the future. Also, from time-to-time, two kinds of workshops in this regard can be thought of for the future.

One – of a general nature trying to give an overall picture of the entire mass media and communication profession.

Two – very specialized ones focussing on one particular avenue within the greater scope of mass communication and media. This can also be developed as a specified 'skill development' exercise among the targeted audience to be selected based on certain criteria.

## Programme Schedule

### Career Evolve

A two-day workshop on “Career opportunities in Mass  
Communication”

January 9, 10, 2021 MCJ Dept., TU

Day I			
January 9 (Saturday)			
Inaugural Ceremony	9.45 – 10.30	Dean, HSS, TU, Director, RGNIYD, Registrar, TU, HoD, MCJ Dept., Programme Coordinator	Resource Persons
Session I	10.45 – 12.15	Sustainable Development Goals and National Youth Policy,	Prof. Vasanthi Rajendran, Head, Training, RGNIYD,
Session II	12.15 – 1.45	The world of sound – professional opportunities in sound recording	Mr Amrit Pritam Dutta, senior sound recording professional, Mumbai
Session III	2.30 – 4.00	Managing a news website : Issues and challenges	Mr Susanta Talukdar, NEZINE, Guwahati,
Session IV	4 – 5.30	Career opportunities in Electronic Journalism	Mr Sachin Gogoi, Team Lead, BBC,
Day II			

January 10 (Sunday)			
Session V	9.30 – 11	Career in Development Communication and Communication for Development, Resource Person :	Dr Sanjeev Kumar, Development Communication Specialist, Delhi
Session VI	11.15 – 12.45	Cinema as a career	Mr Bhaskar Hazarika, Prominent Independent Filmmaker,
Session VII	1.30 – 3.00	Public Relations as a profession	Mr Senjam Rajsekhar, Senior PR professional and consultant,
Session VIII	3.00 – 4.30	Preparing for a career in mass communication : Academic and practical aspects	Prof. Abhijit Bora, MCJ Dept., TU
Valedictory ceremony	4.30 – 5.15	Vice Chancellor, TU, HoD, Coordinator, Dean, HSS< TU, Registrar, RGNIYD,	----

## **Annexure II: Profile of the Resource persons**


### **Resource Persons' Profile for**

#### **I) Professor Vasanthi Rajendran is the Head of Training at RGNIYD with long years of**

experience in dealing youth affairs in various capacities right from the FAO-established Inter Governmental Organisation viz. Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) as Director, Information & Communication Div. and Director (Training). Being an Information, Education and Communication (IEC) expert, she has contributed to strengthening youth and rural development training and documentation in India. Prior to joining CIRDAP, she worked at Centre for Media and Rural Documentation, National Institute of Rural Development (NIRD), Hyderabad, India. She also worked during 2005-09 as Faculty Head, Research, Evaluation, Documentation and Dissemination Division of RGNIYD. Her areas of interest are youth Development, Rural Wage Employment, Development Communication and Women in Governance. Dr. Vasanthi has edited over 300 books on rural and youth development and published several articles in reputed journals. During her stay for two and a half decades at NIRD and RGNIYD India, she has conducted over 150 training programmes for Rural Communication and Youth Development.

#### **II) Mr Amrit Pritam Dutta is a Member of the Academy of Motion Pictures Arts &**

Science (OSCAR) along with Motion Picture Sound Editors or commonly known as MPSE America, Los Angeles. A National Award and State Award winning Sound Designer for several times, Mr Dutta is a Physics graduate from JB Collage, Jorhat followed by a Diploma in Sound Engineering from Regional Govt Film & Television Institute of Guwahati, Assam. He has been working in Mumbai since 2002 and have more than 140 films to his credit in various languages like Hindi, English, Assamese, Malayalam, Tamil, Marathi and Telegu in various capacities as a Supervising Sound Editor, Sound Designer, Sound Editor, Sound




Mixer and Production Mixer. He has been the co-sound designer for the films like 2.0, Kabil, Village Rockstars, PK, Kick, “Ra.One”, “Endhiran- The Robot”, “Ghajini”, “Blue”, “English Vinglish” etc. many other films. He has worked very closely with Resul Pookutty in the Oscar winning film “Slumdog Millionaire” as an Associate Production Sound Mixer. He has also conducted workshops at FTII, Pune among others. He was awarded the 57<sup>th</sup> National Award (The President Award of India) for the Malayalam Film “Kerala Varma Pazhassi Raja”.

**III) Mr Sushanta Talukdar has almost three decades’ experience in covering India’s**

Northeastern region and its neighbourhood for local and national dailies. He also covered the region for 11 years for The Hindu. He took voluntary retirement from The Hindu as a Senior Assistant Editor in 2015 to launch the bilingual online magazinenezine.com jointly with his wife Ratna Bharali Talukdar, a national award-winning journalist and writer, in the same year. He has been a regular contributor to FRONTLINE since 2004. He travels widely in the region to report on political happenings, armed conflicts, ethnic conflict situation, development and governance issues, natural disaster, ethnic communities and traditions, cultural practices, migration, environment, trade and commerce. Prior to his association with The Hindu, he was Principal Correspondent with The Telegraph in Guwahati and local English dailies -The Northeast Times. The Eastern Clarion and The Northeast Daily.

**IV) Mr Sachin Gogoi is an Editorial Lead in BBC News, where he leads a team of**

**journalists** in analysing the developments in the Asia-Pacific region that comprises key countries such as India, China, Pakistan, Japan and the Koreas. He writes commentaries on economy, politics and foreign relations in the region - especially India. Gogoi also



occasionally appear on various BBC TV channels and radio platforms to provide assessment of major developments in the region. Before joining the BBC, Gogoi had worked for the American Embassy in New Delhi for 13 years. He was in a leadership position there, working as the Chief Media Specialist for India. Earlier, he had worked for India's premier news agencies PTI, IANS and UNI. He is an alumni of MCJ Dept., TU.


**V) Dr Sanjeev Kumar is an Independent Communication Consultant and Senior Guest**

Faculty, IIMC, New Delhi with about 30 years of experience focusing on Communication, Media Production, Communication planning and strategy, Soft Skills, Marketing, Social Marketing, Campaign development, Digital and Social media communication, Training and Capacity Building, CSR, Partnership, Research Monitoring and evaluation, Livelihoods, Project management, Business development in Health, Population, Nutrition and Development domains. He has worked with Government, UN agencies, bilateral and multilateral agencies, Private and Corporate sector, Media and NGO sector, nationally and internationally to better human lives and for a more equitable and gender sensitive society. He gets invited to TV and radio channels and programmes as an expert and resource person. He has been an Independent consultant and guest faculty at National Institute of Health and Family Welfare (NIHFW), International Institute of Health Management Research (IIHMR), Lady Irvin College (LIC), Indian Institute of Mass Communication (IIMC), Centre for Media Studies (CMS) among others.

**VI) Mr Bhaskar Hazarika of *Kathanodi* and *Amis* fame has over 18 years of experience**

working in the film, television, and internet industries. He holds an MA in Film & Drama from the University of Reading and works out of Delhi, Bombay, and Assam. He is also the founder of Metanormal, an independent film studio developing fresh content from the North East of India, as well as turnkey audiovisual assignments for clients in the government and





development sectors. He has a varied and versatile profile of being a writer, director all combined into one, a rare even for Bollywood which is reflected in his works as action speaks louder than words.

**VII) Mr Senjam Raj Sekhar, a Public Relations veteran was named among 100 most influential corporate** communicators in the world by the Holmes Report in 2016. Mr Rajsekhar has over two decades experience of communicating and building brand & corporate reputations across South Asia, UK and Africa. He was Head of Corporate Communications, Vedanta Mining, Bharti Telecom, Flipkart etc. He has wide exposure to this field following several years on the consultancy-side, including two years as Genesis Burson-Marsteller managing partner and three years as account director with Corporate Voice Weber Shandwick. Senjam's love for travel is evident from the fact that he took a two-year sabbatical to fulfil a lifelong dream. He travelled across four continents in an epic journey that took him across 16 countries spending around a month in every country. A "quiz maniac" in his college days he had featured in Quiz Time of Doordarshan conducted by Siddarth Basu in the late 1980s.

**VIII) Dr Abhijit Bora is a Faculty member and former Head of the Department of Mass Communication & Journalism, TU with about seven years of field experience with The Sentinel, The Assam Tribune, AIR News.** He has to his credit quite a few popular articles, academic journal papers over a career spanning about a quarter century by now.

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