

**School of Media Communication and Culture
Jadavpur University**

Admission Notification

**One-Year Advanced Post Graduate Diploma Course in Communication for Social Behaviour Change
(CSBC)**

**Technical Support by:
United Nations Children's Fund (UNICEF)**

**Applications are Invited from the Indian Nationals for the One-Year Advanced Post Graduate
Diploma Course in Communication for Social Behaviour Change (CSBC)**

The course is designed to provide students/learners with an overview of the history and evolution of development studies along with the practical understanding of Programme Management, developing dialogue based materials, strategy design for Development in India. In this course, students will learn about main theories, analytical premises, and critiques. Emphasis will be given to understanding the influence of theoretical models on development policies and programmes. Particular attention is paid on the impact of theories and practice in India.

The Course is designed for : Students with Graduate Degree/ Equivalent, Teachers, Development Communication Professionals, C4D Programme Managers

The course will cover:

- 1: Studies on Development; History, Theories and Concepts
- 2: Theories of Communication for Development and Social Change
- 3: Communication for Development and Human Development: The Indian Context and Global Experiences
- 4: Situation Analysis for Communication Strategies
- 5: Programme Management
- 6: Themes and Methods for Message Design and Dialogue based materials.
- 7: Programme Management
- 8: Strategy Design: Planning models, Processes and Levels of Intervention
9. Monitoring and Evaluation.

Eligibility: Graduate Degree in any discipline [BA/ BSc./ BCom or equivalent from an accredited academic institution.

Number of seats: 30.

Course Fee: Rs. 15000/- +GST @ 18% = Rs. 17,700/-

Selection Criteria: Viva-Voce

Application Forms may be downloaded from the Website and the same, duly filled in form along with a Bank Draft of Rs. 100/- as application fee Payable to THE REGISTRAR, JADAVPUR UNIVERSITY, KOLKATA may be submitted in an envelope addressed to: Professor, Imankalyan Kalyan Lahiri, Co-ordinator CSBC Course, Jadavpur University, Office of the Department of International Relations, Jadavpur University Main Campus between 11.30p.m. to 4.30 p.m. on all working days except on Saturdays, Sundays and University Holidays between 15th April, 2024 till 3rd June, 2024. Last Date for the submission of Application Fee and Form: 3rd June 2024.

List of Candidates Eligible for Viva-Voce will be declared on : **7th June 2024**

Viva-Voce of eligible candidates shall be conducted on 14th June 2024 at 12.00 noon at the Class Room of School of Media, Communication and Culture, Ground Floor, UG Arts Building, Jadavpur University.

Final Merit List Shall be published by 14th June 2024.

Date of Admission: 21st June 2024 Time: 11.30 a.m.

Selected Candidates are required to bring a Bank Draft of Rs. 17,700/- (Rupees Seventeen Thousand Seven Hundred only) payable at Kolkata and Payable to : THE REGISTRAR,

JADAVPUR UNIVERSITY, KOLKATA along with a set of photocopy of all their testimonials and must carry the Original Certificates for verification.
Classes shall commence from Early July 2024. Details relating to the classes shall be intimated in due course.

Amandayan Lahiri