

K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

(Est. Under the Govt. of Haryana private Universities Act No. 2006, under section 2f of the UGC Act, 1956)

Report on

Extension activity on Media Habits: A visit to village for knowing the concerns regarding employment in collaboration with NSS

Date: Wednesday, 19th April 2023.

Venue: Shiv Mandir, Ghamroj, Sohna.

Event Type: Extension activity

Mode of Activity: Offline

Target Group: Villagers of Ghamroj

Coordinators: Mr. Karan Singh, Ms. Aditi Agarwal & Dr. Sarina


Organized by: School of Journalism and Mass Communication in Collaboration with NSS

Number of Participants: 41 Students and 15 Villagers


School of Journalism and Mass Communication in collaboration with NSS organized an Extension activity on Media Habit: A visit to village for knowing the concerns regarding employment on 19th April 2023, at Shiv Mandir, Ghamroj, Sohna. The activity was successfully conducted under the guidance of Ms. Aditi Agarwal Assistant Professor, Mr. Karan Singh, Assistant Professor, and Dr. Sarina, Assistant Professor, SJMC.

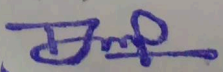
The aim of the extension activity conducted by the School was to study the media habits of villagers in order to understand their concerns regarding employment. The objective of this activity was to gain insight into the media consumption patterns of villagers and the role media plays in shaping their perception of employment opportunities in their region. This information will help the School as well as the University to develop better strategies for outreach and communication with the rural population.

The activity began with a briefing session where the students discussed the objectives of the visit. The extension activity was conducted in a Ghamroj village, Sohna, where the students of SJMC alongwith faculty members surveyed a sample of 50 villagers. A combination of surveys, and face to face interviews to collect data on the media consumption patterns of the villagers, their perception of employment opportunities, and their concerns regarding employment.

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survey revealed that the villagers were concerned about the lack of employment opportunities in the village and the surrounding areas. A majority of the respondents reported that they were either unemployed or underemployed. The main reasons cited for the lack of employment opportunities were the absence of industries in the area, lack of education and skills, and the preference of employers for hiring people from outside the village. Majority of respondents use various media platforms according to their needs and requirements for knowing job opportunities. 42% respondents respond to social media as powerful media to know information regarding employment and sometimes they gain information by discussing with their family, friends and neighbours. They believe that media sources are very important to gain information regarding employment. The extension activity on media habits of villagers for understanding their concerns regarding employment provides valuable insights into the information needs and concerns of the villagers. The results of the survey highlight the important role of the media in shaping people's attitudes towards employment and the need for initiatives to address the issue of unemployment in the village.

Glimpse:

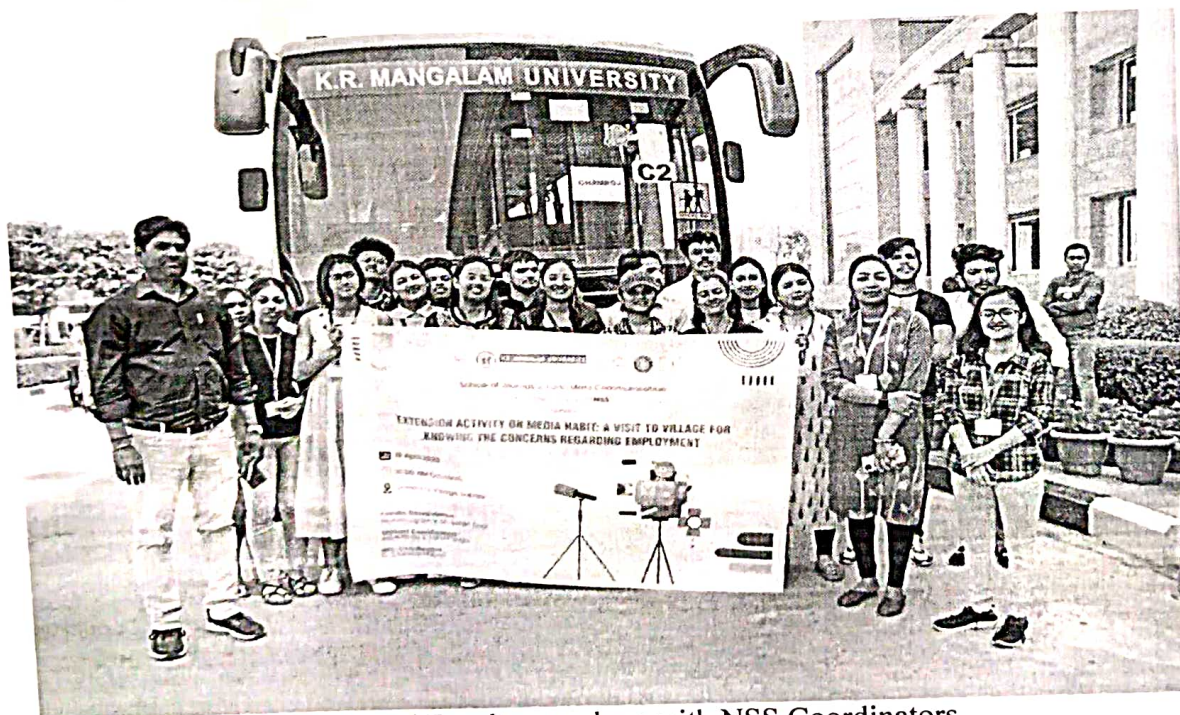


Photo 1- SJMC students and Faculty members with NSS Coordinators.

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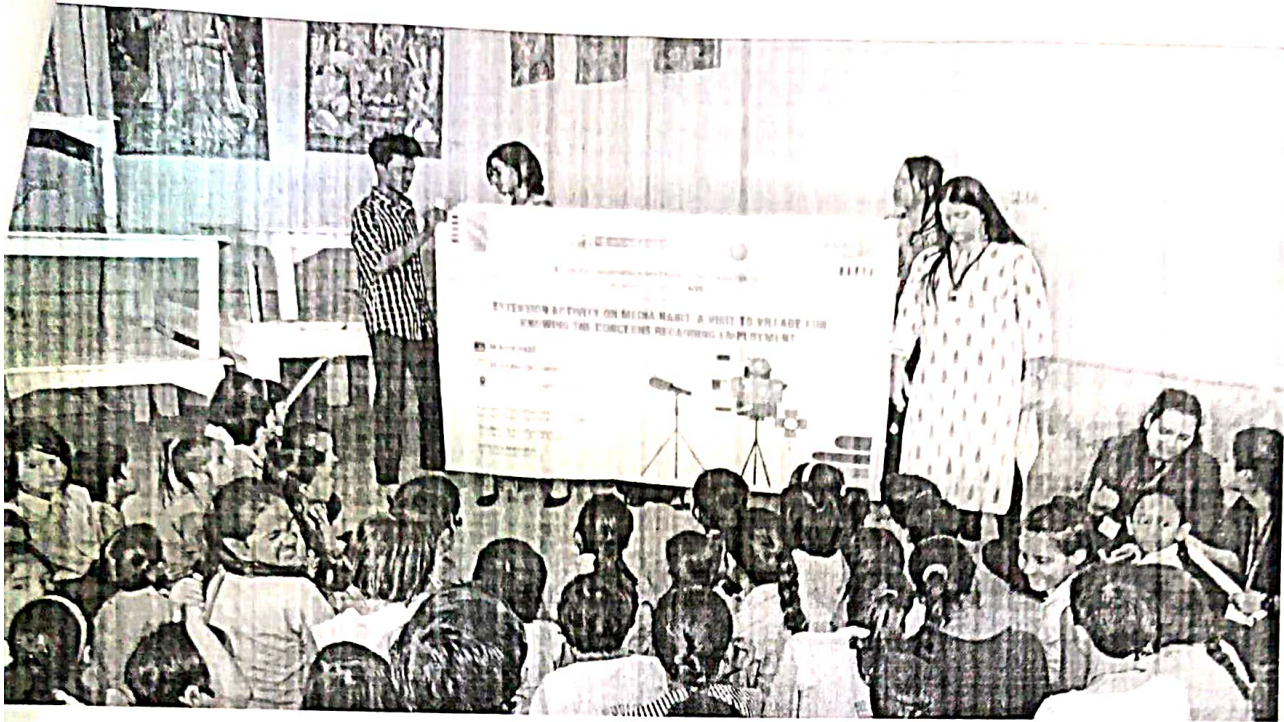


Photo 2- SJMC Students interacting and providing information to children regarding Media Habits



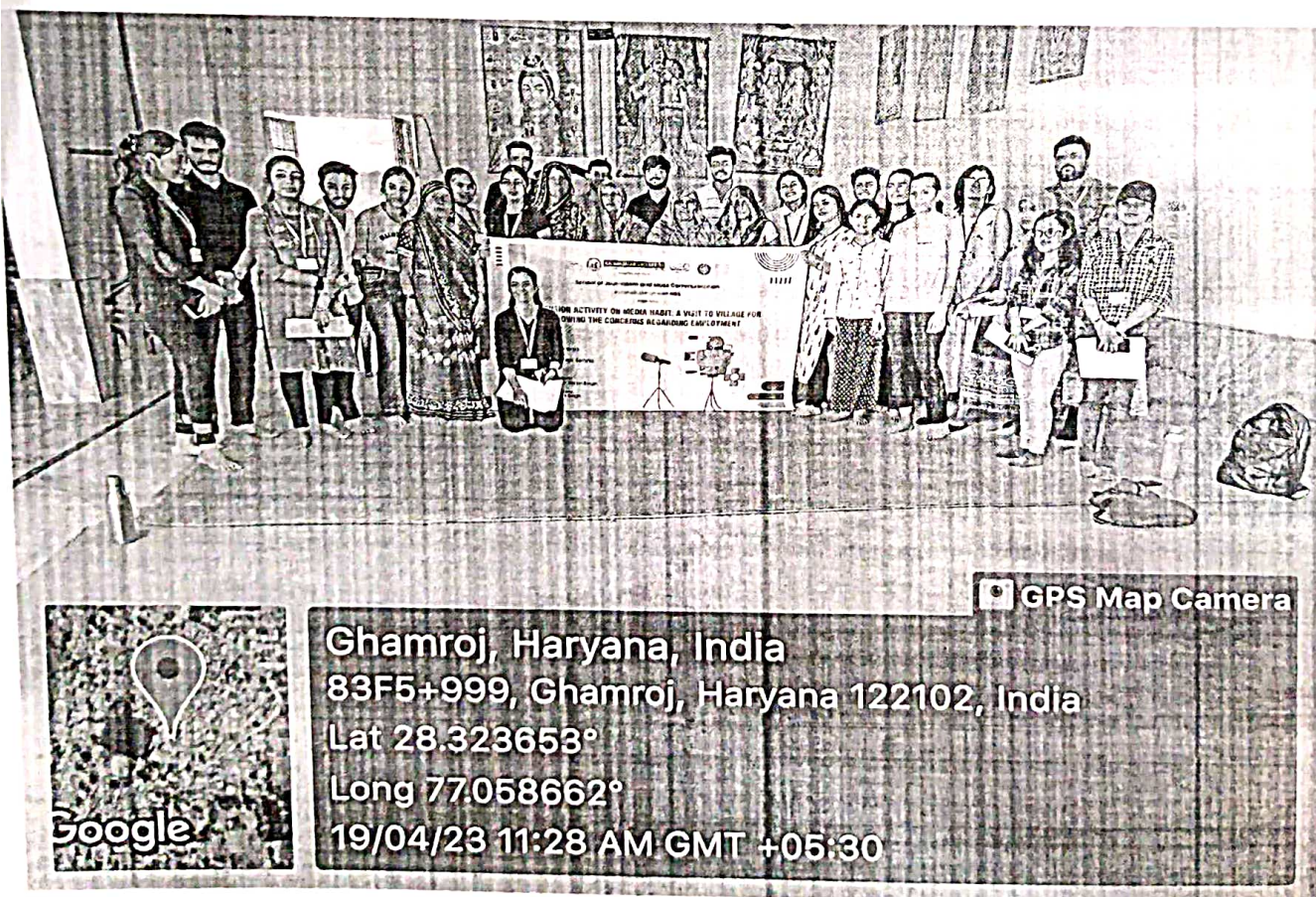
Photo 3- Data collection questionnaire by the student, SJMC

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Photo- 4- Data collection through questionnaire by the student, SJMC




GPS Map Camera


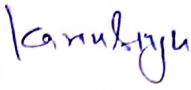




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Report prepared by	Dr. Sarina 
Report verified by Event Coordinator	Mr. Karan Singh 
Report verified by Dean, SJMC	 Prof. (Dr.) Neeraj Khattri DEAN School of Journalism & Mass Communication (SJMC) K.R. Mangalam University Sohna road, Gurugram Haryana 122...
Report verified by IQAC	 Dr. Shikha Dutt Sharma IQAC K.R. Mangalam University, Sohna Road, Gurugram-122103


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NAME OF ACTIVITY: Extension activity on Media habits with NSS

DATE: 19 April 2023

VENUE: Ghamraj, Sohna

ORGANISED BY: SJMC in association with NSS

ATTENDANCE RECORD

Sr. No	Name	Age	Occupation	Signature/Thumb impression
1	Suman	36	Housewife	<u>Suman</u>
2	Dalshan	48	Business	<u>Dalsh</u>
3	Aarti Devi	56	Housewife	<u>Aarti</u>
4	Sujeet	39	Agro worker	<u>Sujeet</u>
5	Ramesh jai	-	Agro worker	<u>Ramesh</u>
6	Rajesh	28	Business	<u>Rajesh</u>
7	Anand	30	Teacher	<u>Anand</u>
8	Pimlesh	41	Business	<u>Pimlesh</u>
9	Hare Krishna	46	Bus driver	<u>Hare Krishna</u>
10	Shilpa	42	House wife	<u>Shilpa</u>
11	Sarita	38	Teacher	<u>Sarita</u>
12	Nilima Devi	29	Tailor	<u>Nilima</u>
13	Kapil	29	Property dealer	<u>Kapil</u>
14	Lakshman	36	Shop keeper	<u>Lakshman</u>
15	Manoj	51	Gardner	<u>Manoj</u>
16				
17				
18				
19				

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Aditi
Organizer's Signature
Aditi Agarwal

Name and Designation

OF ACTIVITY:

Extension activity - Media habits: A visit to village

DATE: 19.4.2023

for knowing the concerns regarding employment with NSS.

SUBJECT:

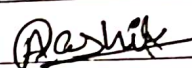
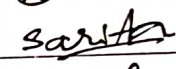
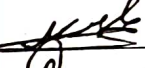

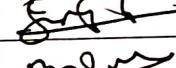
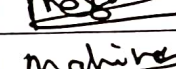
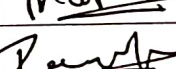


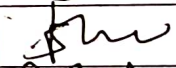
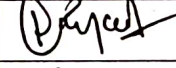

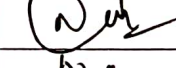

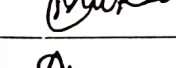
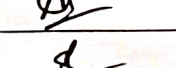

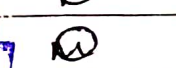
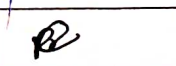
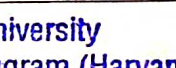
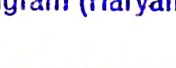
19.4.2023 Ghamroj, Sohna

ORGANISED BY:

Mr. Karan Singh, Ms. Aditi Agarwal, Dr. Sarina

SSMC

ATTENDANCE RECORD

Sr. No	Name of Participant	University/School	Programme Name	Semester	Certificate issued	Signature of Student
1	Agshi	SOEd	BoELoEd	4th		
2	Savita	SOEd	B-ELoEd	4th		
3	Nishant	1 SJMC	BAJMC	4th		
4	Palak	SJMC	BAJMC	4th		
5	Ujjawal	SJMC	MAJMC	2nd		
6	Meghna	SJMC	MAJMC	2nd		
7	Makima	SJMC	MAJMC	2nd		
8	Priganka	SJMC	MAJMC	2nd		
9	Love.s	SJMC	BAJMC	2nd		
10	Sneha	SJMC	BAJMC	2nd		
11	Ahmanishu	SJMC	BAJMC	2nd		
12	Himanshi	SJMC	BAJMC	2nd		
13	Jay	SJMC	BAJMC	2nd		
14	Nanyasha	SJMC	BAJMC	2nd		
15	Neharaj	SJMC	BAJMC	2nd		
16	Mukta	SJMC	BAJMC	2nd		
17	Sakshi	SJMC	BAJMC	4th		
18	Anjali	SJMC	BAJMC	4th		
19	Ankit	SJMC	BAJMC	6th		
20	Neharaj	SJMC	BAJMC	6th		
21	Prateek	SJMC	BAJMC	6th		

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	Kashish Yadav	SJMC	BAJMC	II nd		R.
	ABhinav	SJMC	BAJMC	II nd		AB
	Riyansh	SJMC	BAJMC	II nd		Riya
5	Sakshi	SJMC	BAJMC	II nd		Sakshi
26	Rebecca	SJMC	BAJMC	II nd		R
27	Aastha	SJMC	BAJMC	II nd		A
28	Iram	SJMC	BAJMC	II nd		Iram
29	Tanisha	SJMC	BAJMC	II nd		T
30	Mayank	SJMC	BAJMC	II nd		Mayank
31	Prerna	SJMC	BAJMC	II nd		Prerna
32	A. Dev	SJMC	BAJMC	II nd		Dev
33	Kushal	SJMC	BAJMC	II nd		Kushal
34	Cratima	SJMC	BAJMC	II nd		Cratima
35	Yashoda	SJMC	BAJMC	VI nd		Yashoda
36	Himanshu	SJMC	BAJMC	IV th		Himanshu
37	Vishal	SJMC	BAJMC	IV th		Vishal
38	Anureet	SJMC	BAJMC	IV th		Anureet
39	Hemal	SJMC	BAJMC	IV th		Hemal
40	Dhara	SJMC	BAJMC	IV th		Dhara
41	Reetom	SJMC	MAJMC	II nd		Reetom



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Organiser's Signature

Aditi Agarwal
Assistant Professor
Name and Designation