

NOTICE


Open Competition on the Public Communication regarding COVID-19

Under the aegis of the DST project titled “Mitigating the health risk from COVID- 19 by improving public understanding through public communication”

Background: It is vital to provide knowledge on critical behaviors that can help avoid COVID-19 and information that dispels COVID-19 myths. However, information alone does not result in behavioural modification. This is a frequent obstacle for behavior change initiatives — individuals understand the correct action but seldom perform it. To influence behavior, it is beneficial to appeal to both the hearts and brains of individuals. Thus, communications must be personalized and developed in such a way that they connect behaviors with responsibility for preventing COVID-19. Promoting collective activity, collaboration, and community spirit through memorable themes and slogans is critical for knowledge retention.

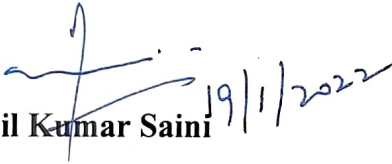
In this background, the following inter-college competitions and activities are being organized:

| S.NO | Competition | Title/ Heading | Preferred Languages | Last date for submission of entry (online) |
|------|------------------------|---|---------------------|--|
| 1. | Nukkad Natak | Prevention and Cure of COVID-19 | Hindi | 5th February 2022 |
| 2. | Slogan Writing | Using Communication to mitigate COVID-19 risk | English and Hindi | 5th February 2022 |
| 3. | Pamphlet/Poster Making | Busting COVID-19 myths | English and Hindi | 5th February 2022 |


18/01/2022

- The students of UG/PG level from any institution in the country are welcome to participate.
- The Nukkad Natak script video will be required for scrutiny.
- All participants will receive a Certificate of Participation.
- Independent Jury with high credentials.
- No Participation fee.
- Teams of not more than 3 members or Individuals can participate.
- The first three winners in each event will be awarded attractive prizes and appreciation.
- In case of large number of entries, screening may be done in 2 stages.

The entries may be mailed to draksaini@ipu.ac.in with the title:
ENTRY FOR DST Project YASH-Natak/Slogan/Poster


Prof Anil Kumar Saini 19/1/2022
PI and Director, Development