

**Proposal for conducting REFRESHER COURSE
for the session 2012—13**

Name of the Department: Adult, Continuing Education & Extension

Title of the Refresher Course: *Social Development through Communication &
Field Outreach*

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and

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Tentative date: 02/12/2013 To 21/12/2013

Social Development through Communication & Field Outreach

The principal philosophy of development is to include the common people in the mainstream. Development, being an ongoing and inclusive wholesome process, is another name of socio- cultural – economic advancement. But it is not a process which may happen automatically. The necessity of identifying positive catalysts for development is of utmost importance. The success of any developmental activities depends upon this identification of positive catalysts, as well as the proper prioritization of the development agenda.

Communication is undoubtedly the most powerful weapon to reach out. It is the adhesive which can form a network between different persons, can supply language to the speechless and can bring out the personality of a person in public. Communication increase the level of information, it acts as an educator and shapes public opinion. It is the bridge which can engulf the haves and have nots. The advancement in technology has also provided the platform for further its use in development process. Cultivating communication process, therefore, is a must for development.

Outreach activities are also important for development. It is a unique expansion of so-called formal systems to incorporate the marginalized. When the Universities explore outreach activities that basically demolish their four walls. It is the reverse approach when the institution goes to the society instead of the standard practice of society coming to the institution. These activities can very well be instrumental for the inclusion of the so-called backward people in the mainstream. Thus it can facilitate development.