

# ACADEMY OF MASS COMMUNITION

## ANNUAL REPORT

**2023-24**



Academy of Mass Communication R.K Tandon Road ' Qaisar Bagh Lucknow

## **VISION**

Our Vision is a community where all children feel loved, respected and encouraged to develop to their fullest potential.

We want to transform the lives of women, families and entire communities in India by the education and empowerment of the girl child. We aspire to achieve a society where every person attains Rights to Survival, Protection, Development and Participation.

## **MISSION**

We are striving towards the development of individuals through transmission of services and attainment of better future.

Our mission is to mobilize and motivate non-school going girls from economically and socially backward rural areas and put them firmly on the track of literacy through quality education. Objectives

Increase and encourage basic primary education, through community mobilization, for all and encourage them to become an independent thinker and self learner

## **ABOUT US**

Academy of mass communication is established under Societies Registration Act, 1860

in the year 1996 to address the major issues of our society like poverty alleviation, women empowerment, Education employment of youth, health and family welfare, sports and games, rural and urban development, issues related to welfare of physically handicapped, mentally retarded, street and working children and the people living below the poverty line in the society.

One of the important activities of the organization has been the promotion of handicraft that provides livelihood to a large number of people across the country particularly the people who are low educated but have skills to create beautiful things using their imaginary capacity and

need to be encouraged to come forward. This can be done only if carrying out such activities result in some economic benefits to these artists. Our organization provides raw materials to these artisans and gets the handicraft products ready and then sells them in the market using its own network and marketing system. We also try to place the students with the help of our supporters. It is a great source of inspiration for our organization to work towards the upliftment of society.

## **ACHIEVEMENTS:-**

I am so pleased to share the Annual Report of 2023-24. It was a fantastic year for us, full of growth, learning, recognition and also taking up new initiatives. I feel extremely satisfied that AMC has been successfully moving towards its goal of working on issues of young people for the last 27 years. The main aim of AMC is to nurture adolescents so as to improve their quality of life and enable them to become change makers within their community, through better learning opportunities.

Our organization offers a variety of services to migrating youth, school children and dropouts. In the year school going girls, alongside drop outs and non school going girls were offered coaching classes to improve their learning levels.

Vocational training programs were also organized in the centre including stitching course, and fashion design course.

“Livelihood for women and employment for youngsters” was one of the objectives within the strategic plan for this year for women and youngsters.

Another objective was to develop their skills and empower them for independent living. We created mass awareness on issues affecting them, such as, illegal liquor production, domestic violence, open defecation.

I would like to thank all of our supporters, donors, partners, staff and volunteers for their contributions. Throughout the pages of this report, I invite you to reflect on the range of AMC activities.

## **ACHIEVEMENTS**

Academy of Mass Communication has conducted numerous workshops, seminars and training programs to create awareness of education among people. Our vocational training programs help the children enhance many specialized vocational skills which can later become a respectable source of livelihood for them. Today globalization has made it necessary for everyone to acquire computer skills as well as proficiency in English language to avail maximum opportunities of livelihood. Looking at these needs Academy of Mass Communication has introduced vocational training programs in Spoken English, Computer learning and Art and Craft

## **ACTIVITIES**

Whether you are addressing healthcare, poverty, population control, unemployment or human rights, there is no better place to start than in the corridors of education. In India 8 million children are out of school. (Amc )believes that the long march for national development starts with the first step of every child across the school gate.

Vocational and Handicraft Training for Women & Youth-

### **Courses that we offer –**

**One year Diploma in Urdu language**, [financially assisted by National Council for promotion of Urdu Language, Ministry of Human resources Development, government of India.],

The Urdu language is a national language. Hindi and Urdu combined make up a fourth most spoken language in the world. It holds a treasure of poetry and literature that has an international importance. It also has a religious significance as the largest collection of Islamic literature is found in this language besides Arabic. It is a language of sweetness that helps you express yourself more beautifully.

**Two years Diploma in functional Arabic,** [financially assisted by National Council for promotion of Urdu Language, Ministry of Human resources Development, government of India.],

Significance of Arabic cannot be underestimated in the modern world. It is the official language of over 20 countries and there are about 300 million speakers of Arabic across the world. In today's world Arabic language is of utmost importance due to the economic significance of oil producing Arabic countries in global scenario. This language opens doors to great careers in business, journalism, education, translation and interpretation, Foreign Service and intelligence, etc.

### **CALLIGRAPHY AND GRAPHIC DESIGN COURSE :-**

AMC runs a Calligraphy and Graphic Design Course financial acceptance by the National Council Promotion for the Urdu Language.

Calligraphy in Urdu script is considered an art form. It is often used to write a verse or saying, or someone's name or a title. The images created by a calligrapher can be abstract shapes, or sometimes forms of objects or animals..

Graphic design is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience..



### **SPOKEN ENGLISH AND PERSONALITY DEVELOPMENT**

In this fast pace of globalization, English language being one of the major languages used for communication in the world has become a necessary tool to be successful in life. Today whatever profession you choose if you want to excel in that the very basic need is to have great communication skills in English language. English Language opens up new opportunities from all over the world.

Learning English helps us in many ways. It builds up our confidence, changes our personality and provides a better social life. English language is the easiest one to learn if learned with passion. We follow a very simple and student oriented approach in teaching English that aims at specializing students in all the three skills i.e. reading, writing and speaking. We engage our students in some very interesting activities.

### **ART, HANDICRAFT AND VOCATIONAL TRAINING PROGRAM-:**

Art is an important part of our lives that not only develops our aesthetic sense but also accompanies us in our loneliness. It helps us to describe our inner selves and instills in us a sense of satisfaction, appreciation and love for nature. We try to encourage youth to bring out their hidden talent by providing them, ways of expression through art and craft. We provide various short term courses. We also provide craft classes for children to engage them in productive activities during summer vacations. We believe in making learning fun and therefore practice the ways of teaching that children enjoy.

Society has also been running one training centre for handicraft work at the register office. In this centre, trainees were provided with the training in making Jute bags, wall hanging, baskets, chikan embroidery, etc. This training centre was organized by society in order to help those artistic people whose art is going in vain and they are not well placed in society. With the help of this training these people can stand on their own feet.

workshop indicated most adolescents gained knowledge on the changes in their body and felt happy about it.

We also train people in vocational courses. These courses help small artisans and low income group earn their living. The basic objective of this program is to provide the urban poor with proper vocational training so that they can undertake self-employment and increase their chances of employment in different sectors. People deprived of education can serve their family and themselves by getting self-employed.

We not only train people in vocational skills but also provide them proper platform where they can sell Their things



## Drug De-Addiction -:

To encourage street children and homeless youth to give up their drug habit and reduce riskbehavior through a process of Detoxification, Rehabilitation and Mainstreaming. There are various causes and reasons why an individual gets addicted to drugs; it is necessary to identify the reason for one's addiction. Is it a way of coping with stress? Are you using it to get emotionally numb to avoid the physical or psychological pain you are bearing? Is alcohol being used as a means of avoiding responsibility? Is it due to peer pressure? It is essential to trace your cause of drug dependence. Mental health professionals at drug and alcohol de-addiction programs help identify the causes for treating them effectively by developing healthy coping styles. The outcome of a relationship with healthy boundaries is a survival mentality where the loved ones take up the responsibility to help cope with stress. These roles temporarily reduce the stress but also increase anxiety and confusion. Rehabilitation Centres help resolve these problems and establish healthy boundaries.



## EMPOWERMENT OF WOMEN

There is no tool for development more effective than the empowerment of women.

AMC focuses on creating awareness and building capacity for women's political participation and collective action against social injustice and exploitation. Regular awareness sessions and group meetings with adolescent girls and women were conducted on reproductive health, safe motherhood, antenatal and postnatal care, breast feeding, nutrition, legal awareness, career counseling, life skills, self defense, menstrual hygiene, etc. They were also provided guidance in academic and personal development. Along with this young women were trained in vocational and life skills .

### Ensuring Economic Empowerment

Financial Literacy sessions were initiated for adolescent girls as a step forward in ensuring their economic empowerment by making them aware of banking, investment, financial security, etc. and help them make informed choices in the future.

### Capacity Building for Master Trainers

With community engagement at its core, field teams are the most important pillar . Focused capacity building sessions were held for the team on ground on relevant issues, to help them emerge as 'Master Trainers' in the community.



## CAREER COUNSELLING

Every student is equipped with their own set of personal strengths and skills. The main aim of including the aspect of career counseling is to help students choose a field that is in tune with their skills and their job expectations and offer the right career guidance to the students. Career counseling has proved beneficial in terms of providing new directions to the students and boosting the confidence of the students. Students can now discuss in details about the new job trends, the variety of choices and make a more informed choice. Employees and management from various potential workplaces are engaged to give them live experience sharing sessions and a sneak peek into various career opportunities. A career counseling sessions is conducted by the experts.



## COMPUTER TRAINING PROGRAM-

Computers have become an integral part of today's lives. Computer technology or its usage is not confined to any one particular industry and its usage is in almost all the sectors/industries. Computer education became a part of the education system all over the world and people having computer knowledge are getting employment and jobs faster than the people without having it. These days, it is hard to find a job that does not involve a computer in some way.

Our mission is to spread computer education as wide as possible. Therefore we provide different computer training programs like Diploma courses in Professional DTP, CCC, Office Automation, Telle , Graphic Design, Information technology, etc. and other courses like Coral, Photoshop, Hardware, MS Office, etc. We train them to face the tough competition and become self-sustained.

There is great demand of computer trained professionals in town and other districts. Considering this demand, we have developed a Computer Education Project as part of a skills development initiative. AMC has identified the need for training in computers to the educated unemployed youth”.

We select the poor youth from rural villages, urban slums based on their family income, which should be low or below the poverty line to be eligible for this program. Every financial year we select 30 deserving poor youth to impart 6 months' software training. The course syllabus includes Computer Fundamentals, MS Office, DTP, Internet Concepts and Soft Skills. We mainly concentrate on job oriented courses to create sustainable livelihood and employment opportunities. During the training, we provide study material to all the trainees free of cost. After completion of the computer course, certificates are awarded and course participants are placed in private and government sectors.



### **NATIONAL FESTIVALS-:**

India is a land of multi-ethnicity where people of different languages and cultures live together with peace and harmony. We celebrate festivals like Independence Day, Republic Day to inculcate in People love for their Nation and bring unity among them.

Students prepare different programs like short plays, Patriotic songs and dances, speeches, etc. By organizing such competitions we encourage students to participate in celebration of these festivals and arouse feelings of nationalism in them.



## ROAD SAFETY :-

Road and transport is an integral part of our life. Along with conveniences, it brings travelers lots of risks if not proper road safety education is provided. Therefore, it is very important to educate the people about traffic rules and thus special workshops are held at AMC in order to appraise them of road safety rules and staggering statistics of ill-fated deaths through ignorance of such rules. in this program Mr. Mohsin khan said, "Let us not become our own enemies on the road but work together to develop our knowledge and attitude as our road infrastructure improves". He added, "It's our duty to reduce road casualties to as close to zero as possible .On this occasion AMC volunteers raised awareness about road safety among the people on the roads and streets.



## YOGA DAY

It was impossible to celebrate this day. On June 21st, we celebrated it in the institution with a presence of the faculty members, staff and students who actively participated on this day by sharing their views on how yoga helps them in their daily lives . , why they prefer yoga over gym workouts and how yoga has

influenced their lives, etc. Academy also organized Meditation Camps for students and staff in the Academy premises. A large no. of people came up to celebrate the power of yoga. On this occasion, a small speech was given by the center Head, Mohsin Khan. He Said " You are truly healthy when you are not just physically fit but also mentally and emotionally balanced.

practicing yoga helps in controlling an individual's mind, body and soul. It brings together physical and mental disciplines to achieve a peaceful body and mind; and improves respiration, energy and vitality. Practicing yoga might seem like just stretching, but it can do much more for your body from the way you feel, look and move.



## **HYGIENE AND SANITATION PROJECTS :-**

Personal hygiene education is one of the most powerful barriers to stopping the spread of diseases that can be carried through the water. Hands are the main vessel for carrying bacteria, so teaching a simple, yet effective, hand-washing practice, using clean water and soap, if possible, is essential. Additionally, teaching the dangers of open defecation can reduce, and even eliminate, the spread of pandemic waterborne diseases (such as cholera).. Good hygiene practices help ensure people are healthy.

Through home and environment hygiene training, AMC helps families to gain an awareness of the risks that human water pollution causes, and it teaches families how to proactively reduce pollution by taking preventative measures, such as keeping the surroundings around their homes, schools, and fields clean. The training also includes the proper construction, use, and maintenance of sanitation facilities, which further prevents dangerous water contamination.



## **CONSUMER AWARENESS PROGRAM :-**

Competition in the sector has increased following the increase in number of service providers. Therefore the need to empower consumers cannot be over emphasized. There is need to educate consumers to be alert of the quality of the products, and possible deficiencies in the services from the growing sector.

The overall goal of this consumer awareness program is to create and sustain awareness amongst different categories of consumers of communication services with a view of enabling them make informed decisions.

AMC takes an initiative for consumer awareness. As part of this initiative, it organizes various programs every year related to consumer awareness through print, media advertisements, audio campaigns and video

campaigns for consumer information and education. There is need to educate consumers to be alert of the quality of the products, and possible deficiencies in the services from the growing sector.

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### **Cultural program AMC :-**

organized different Cultural program every year because Cultural activities are an important part of the education system.

Cultural activities provide opportunities to the students to express themselves, build confidence, increase capabilities to work in team and develop social skills that are essential for their overall development. cultural activities enhances students' sense of engagement and attachment to their institution and improves their performance in academics, it also helps students to explore their potential and excel themselves in various fields. Keeping in view the importance of cultural activities AMC has been providing opportunity to the students to showcase their talent in cultural activities in various cultural programmes and exhibits their talent in Dancing, Singing, Literary, Fine Arts, Enacting, Poem Recitation, Instrument Playing, One minute show, Mime, Folk Dance, Debate, Elocution, Rangoli Competition, Poster Competition etc. Activities



## **SWATCHH BHARAT ABHIYAN-:**

We celebrate Swachh Bharat Abhiyan on October 2nd on the occasion of birth anniversary of Mahatma Gandhi

Swachh Bharat Abhiyan's goals include access to , raising public awareness about cleanliness, using toilets among ordinary people, encouraging change of behavior, keeping villages clean, proper disposal of solid, and liquid wastes.

Clean water, and good hygiene practices are essential for the survival and development of people. Today, there are around 2.4 billion people who do not use improved sanitation, and 663 million who do not have access to improved water sources. Without these basic needs, the lives of millions of children are at risk. For children under five, water- and sanitation-related diseases are one of the leading causes of death. With no awareness of or access to proper health care facilities, the ultra-poor do not have the privilege of preventive health care. the programme guides them towards a healthy lifestyle.

