



Internal Quality Assurance Cell

**BAOSI BANIKANTA KAKATI COLLEGE**

*Nagaon, Barpeta*

**Assam – 781311 (INDIA)**

Dr. Gopal Kr. Sarma,  
Coordinator, IQAC

21/ 10/ 2022

Report on-

**Integrated Communication and Outreach  
Programme on Azadi Ka Amrit Mahotsav**

Integrated Communication and Outreach Programme (IOCP) on the occasion of Azadi Ka Amrit Mahotsav was organized on the 21<sup>st</sup> of October in BBK College in collaboration with Ministry of Information & Broadcasting, Central Bureau of Communication, Govt. of India to celebrate “Eight Years of Seva, Sushasan and Garib Kalyan”.

The ICOP was organized with an aim to raise awareness about the importance of integrated communication and outreach in promoting national development and social cohesion, while also celebrating the achievements of the government. The event was attended by students and faculty members.

The ICOP began with an inaugural ceremony presided over by the Principal of BBK College. The principal introduced the resource persons Mr. Bikash Rajbongshi and Mr. Das. Senior faculty members of the college, namely Mr. Nripendranath Das, Mrs. Tuntun Das and Mr. Ali Hussain Sheikh were also seated at the Dias.

In his keynote address, Mr. Rajbongshi stressed the need for effective communication and outreach in building a strong and vibrant nation, and highlighted the various initiatives taken by the government to promote “Seva, Sushasan and Garib Kalyan.” The session was very interactive as Mr. Rajbongshi cheerfully conducted the programme asking questions to the participants on the various schemes introduced by the Government. The students also raised many questions. He then highlighted the governmental schemes undertaken to address contemporary challenges such as poverty, inequality and climate change. He spoke on the role of youth and also presented case studies of outreach campaign in promoting Seva, Sushasan and Garib Kalyan.



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The session was interactive and engaging, and the participants had the opportunity to learn from the experts and share their own experiences.

In his closing remarks, the Principal of BBK College thanked CBC for their support in organizing the event. The event was well-attended and the participants were engaged and informed. The ICOP is a valuable example of the collaboration between educational institutions and government agencies in promoting national development.



Fig.1: Snapshot of the participants



Fig.2: Snapshot of the Resource Person



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Fig.3: Snapshot of the event in progress



(Dr. Gopal Kr. Sarma)

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