

**Department of Journalism & Mass Communication
Centre of Excellence, Government College Sanjauli, Shimla-06**

**Report on Participation of BJMC Students in
The Social Impact Filmmaking Workshop**

1. Introduction

The Department of Journalism & Mass Communication, Centre of Excellence, Government College Sanjauli, Shimla-06, facilitated the academic participation of **18 students from the BJMC First Year, Second Year, and Third Year** in the “Social Impact Filmmaking Workshop”, organised as part of the **Wetlands for LiFE Film Festival & Forum**. The programme was held on **August 30–31, 2024**, at **Hotel Peterhoff (Darbar Hall), Shimla, Himachal Pradesh**.

This two-day workshop was conceived to sensitise young media learners towards **environmental communication, socially responsible filmmaking**, and the role of visual media in addressing ecological challenges, particularly **wetland conservation**.



2. About the Wetlands for LiFE Film Festival & Forum

The Wetlands for LiFE Film Festival & Forum is a nationally significant initiative aligned with India's **LiFE (Lifestyle for Environment) mission**, focusing on conservation, sustainability, and public awareness through creative media. The event brought together environmental experts, filmmakers, media educators, and students on a common platform to explore how cinema and short films can contribute meaningfully to ecological discourse.

As evidenced by the official certificates issued to participants, the festival included a structured **Social Impact Filmmaking Workshop**, alongside awareness activities under the **Save Wetlands Campaign**, culminating in participants being formally recognised as **“Wetland Mitra”**.



3. Student Participation and Academic Engagement

A total of **18 BJMC students** from all three undergraduate years actively participated in the workshop as **learners and emerging media practitioners**. Throughout the two days, students engaged in:

- Structured sessions on **social impact storytelling**
- Understanding wetlands as ecological and cultural subjects
- Exploring short film formats for advocacy and awareness
- Learning how cinema can influence public opinion and policy
- Interacting with experts associated with media, environment, and sustainability

The workshop provided students with a rare opportunity to link **journalism, filmmaking, and environmental responsibility** within a professional learning environment.



4. Learning Outcomes and Skill Development

The students availed the learning opportunity extensively and derived multiple academic and professional benefits, including:

- Enhanced understanding of **impact-oriented filmmaking**
- Exposure to the use of visual narratives for environmental advocacy
- Practical insights into concept development, messaging, and audience engagement
- Improved awareness of the intersection between media, ecology, and society
- Reinforcement of ethical communication and responsible storytelling

The workshop broadened students' perspectives on how journalism and mass communication can contribute beyond conventional news production, particularly in addressing long-term environmental concerns.

5. Becoming “Wetland Mitra”: Environmental Commitment

A significant highlight of the programme was the collective pledge taken by all participating students to become “**Wetland Mitra**.” By this pledge, students committed themselves to:

- Helping conserve wetlands
- Spreading awareness about the importance of wetlands for biodiversity and ecosystem health
- Supporting the national mission to protect India’s wetlands

This pledge was formally recognised through **Certificates of Appreciation**, underscoring the students’ role not merely as learners, but as responsible environmental communicators and citizens .



6. Institutional and Disciplinary Significance

Participation in the Social Impact Filmmaking Workshop aligns strongly with the objectives of the Journalism & Mass Communication curriculum, particularly in areas such as:

- Development communication
- Environmental communication
- Film appreciation and media production
- Social responsibility of media

The programme strengthened the department's emphasis on **experiential learning, field exposure, and value-based education**, while also reinforcing the relevance of media education in addressing real-world social and ecological issues.

7. Conclusion

The participation of **18 BJMC students** from the Department of Journalism & Mass Communication, Centre of Excellence, Government College Sanjauli, Shimla-06, in the **Social Impact Filmmaking Workshop** held during the **Wetlands for LiFE Film Festival & Forum (August 30–31, 2024)** proved to be a **highly enriching academic and transformative experience**.

Students not only gained valuable insights into socially relevant filmmaking but also emerged as **Wetland Mitra**, pledging to protect and advocate for India's wetlands. The programme successfully combined learning, awareness, and social commitment, contributing meaningfully to the students' academic growth and ethical orientation as future media professionals.

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Submitted by:

Department of Journalism & Mass Communication
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Wetlands for LiFE

FILM FESTIVAL & FORUM

AUGUST 30 – 31, 2024 | 10:30 AM – 05:00 PM

Darbar Hall, Hotel Peterhoff, Peterhoff Rd,
Shimla, Himachal Pradesh

Certificate of Excellence

This is to certify that NIKHIL JOKTA has actively participated in the

'Social Impact Filmmaking Workshop' as part of the **Wetlands for LiFE Film Festival & Forum**, held on

August 30 - 31, 2024 at Hotel Peterhoff, Shimla, Himachal Pradesh.

Congratulations on your outstanding commitment and participation!

Ms Vasanti Rao, PhD
Director General
Centre for Media Studies



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Certificate of Excellence

This is to certify that BHUMIKA THAKUR has actively participated in the 'Social Impact Filmmaking Workshop' as part of the **Wetlands for LiFE Film Festival & Forum**, held on August 30 - 31, 2024 at **Hotel Peterhoff, Shimla, Himachal Pradesh**.

Congratulations on your outstanding commitment and participation!

A handwritten signature in black ink.

Ms. Venkati Rao, PhD
Director General
Centre for Media Studies

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Congratulations on your outstanding commitment and participation!

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KURAN KASHYAP

On becoming a Wetland Mitra, you pledge to help conserve wetlands and spread awareness about their importance for biodiversity and ecosystem health. We applaud you for joining our mission to protect India's wetlands. Your dedication as a Wetland Mitra will help safeguard these vital habitats. Thank you for becoming a Wetland Mitra and contributing to the cause of protecting our natural heritage.

Ms. Vasanti Rao, MPhil
Director General
Centre for Media Studies





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Mr. Venkatesh Rao, Ph.D.
Director General
Centre for Media Studies

