



**BHARATI VIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

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**Course Code:** BAJMC 201

**Course Name:** Development Communication

**Assignment 2**

(Based on Unit 3)

1. Investigate and analyze the role of mass media in promoting social change and development. Provide real-life examples of media campaigns that have positively impacted society. (BTL 4/ CO1)
2. Choose one of the development support communication tools mentioned in the syllabus (e.g, Social Audit, Grass-root Activism, Whistleblowers) and explain how it can empower communities and drive positive social change. (BTL 4/ CO 2 )
3. Elaborate the role of NGOs in development communication. Visit an NGO and make a detailed report on their contribution to the development of the Nation. (BTL 6/ CO 3 )
4. Explore the concept of e-governance and digital democracy. Discuss how these technological advancements can contribute to more transparent and efficient governance. Provide examples of countries or regions where e-governance has made a significant impact.(BTL 4/ CO 3 )
5. Conduct a case study on e- choupal, a pioneering initiative in rural India, and analyze its impact on agricultural development and farmers' livelihoods. Discuss the role of cyber media in empowering farmers and promoting sustainable agricultural practices.(BTL 4/ CO 4 )