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Press Release

JMI and Keele University, UK jointly organises media advocacy campaign “The Vayu Saga”

Students of M.A. Development Communication (Batch 2020-22), AJK Mass Communication Research Centre (AJK-MCRC), Jamia Millia Islamia (JMI) concluded their Media Advocacy Campaign named “The Vayu Saga” on 18th October 2022 at M.F. Hussain Art Gallery of the university. The advocacy campaign on **“Tackling Air Pollution in the World’s Most Polluted City”** is a part of a joint project of AJK-MCRC, JMI and Keele University, UK. The project “Storytelling for Environmental Change: Air Pollution in the World’s Most Polluted City” is funded by British Academy’s Humanities in Social Sciences’ Tackling Global Challenges Programme, supported under the UK Government’s Global Challenges Research Fund.

The purpose of the campaign was to design and execute an advocacy campaign for creating awareness by engaging different stakeholders to tackle air pollution. According to Dr. Pragati Paul Sr. Assistant Professor, AJK-MCRC “The main objective of this campaign is to use social behaviour change communication strategies to encourage citizens to reduce their pollution footprint and create awareness on ways to take action on personal and community level to curb pollution.”

The Vayu Saga is a unique media advocacy campaign leveraging participatory communication covering media tools like grassroots comics, photo booth, social media, games and photographs to create awareness around Delhi’s air pollution.

The event was inaugurated by the Guest of Honour, Dr Sirajjudin Ahmed, Head, Department of Civil Engineering, JMI. Dr. Sabina Kidwai on behalf of the Project Team addressed the gathering. The inauguration and the event was graced by the representatives of esteemed organizations like Chintan, Lungcare Foundation and students of Department of Development Communication & Extension, Lady Irwin College, University of Delhi.

The gallery was then set open for viewing the visual representation of the hard work that the 21 students of the batch put in since the first day of the campaign. The event included a display of Grassroots Comics Series, **“Vayunama”**, illustrated by the students of MA Development Communication and Jamia Sr. Secondary School students.

Photographs of the Photography Competition, "Haal-e-Dilli" were also exhibited along with the screening of Radio and Video PSAs produced by the students. Engagement activities like Community Game, "Vayu Hop" and Photobooth, "Tasveerein Bolti Hain", were the main attraction amongst the participants.

Dr. Sabina Kidwai on behalf of the 'Storytelling for Environmental Change' Project Team said, "The Vayu Saga was a highly innovative and informative campaign. It addressed the issue of air pollution using a language which appeals to the younger generation. It also highlights the power of social media as an effective tool for advocacy".

The event witnessed a turnover of approximately 800 people which turned the event into a great success. "The students have put in a lot of effort in planning and executing this campaign using various engagement activities and displayed their work with great aesthetic skills. It's a tremendous challenge to organize an event like this. Thanks to the MF Hussain Art Gallery staff & JMI administration for the support", Dharamendra Arora, Visiting Faculty, AJK Mass Communication Research Centre, said.

The concluding ceremony took place in the evening followed by the screening of the Campaign Showreel. Professor Mohammad Kasim, Honorary Director, AJK-MCRC, JMI addressed the gathering followed by the distribution of certificates to all the participants and the organizing team members. "Air Pollution is one of the most important contemporary issues particularly for the people in Delhi. I think the students of the M.A. Development Communication have put forward an exemplary media advocacy campaign. It will have a great impact on society", said Prof. Kasim.

The campaign started with sincere dedication and ended with significant enthusiasm. But the kind of message using prominent media tactics that the campaign adopted, has marked a new start to rethink and create active participation amongst the citizens by creating awareness on ways to take action on personal and community level to curb air pollution.

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