



AMITY BUSINESS SCHOOL

MULYA-PRAVAH 2021-22

Activity Report

Institution: Amity Business School **Date & Time:** 12th April 2022 (6:15 -7:10 pm)

Faculty-In Charge: Dr. Ritesh Dwivedi **Venue:** MS-Teams

Activity Category wise: Webinar/ Guest Lecture

Title of the Activity: Communication for Change (Theme: Water Crisis In Southern India)

Chief Guest: Ms. Smita Singh, Program Lead at 'Goonj'

Objective:

- i. To understand the communication related aspects to effect some changes at ground level.
- ii. To create a sense of awareness focusing on various issues related to the Southern India Water Crisis in today's time.
- iii. To discuss and create awareness about social change issues such as global ecological issues, majorly climate change and global warming.

Value Represented: Acceptance, Empathy and Importance of effective communication

Methodology: The Webinar was conducted on MS teams talking about the various issues related to the Water Crisis in Southern India, along with various social issues prevalent in our country.

Details of the Activity conducted:

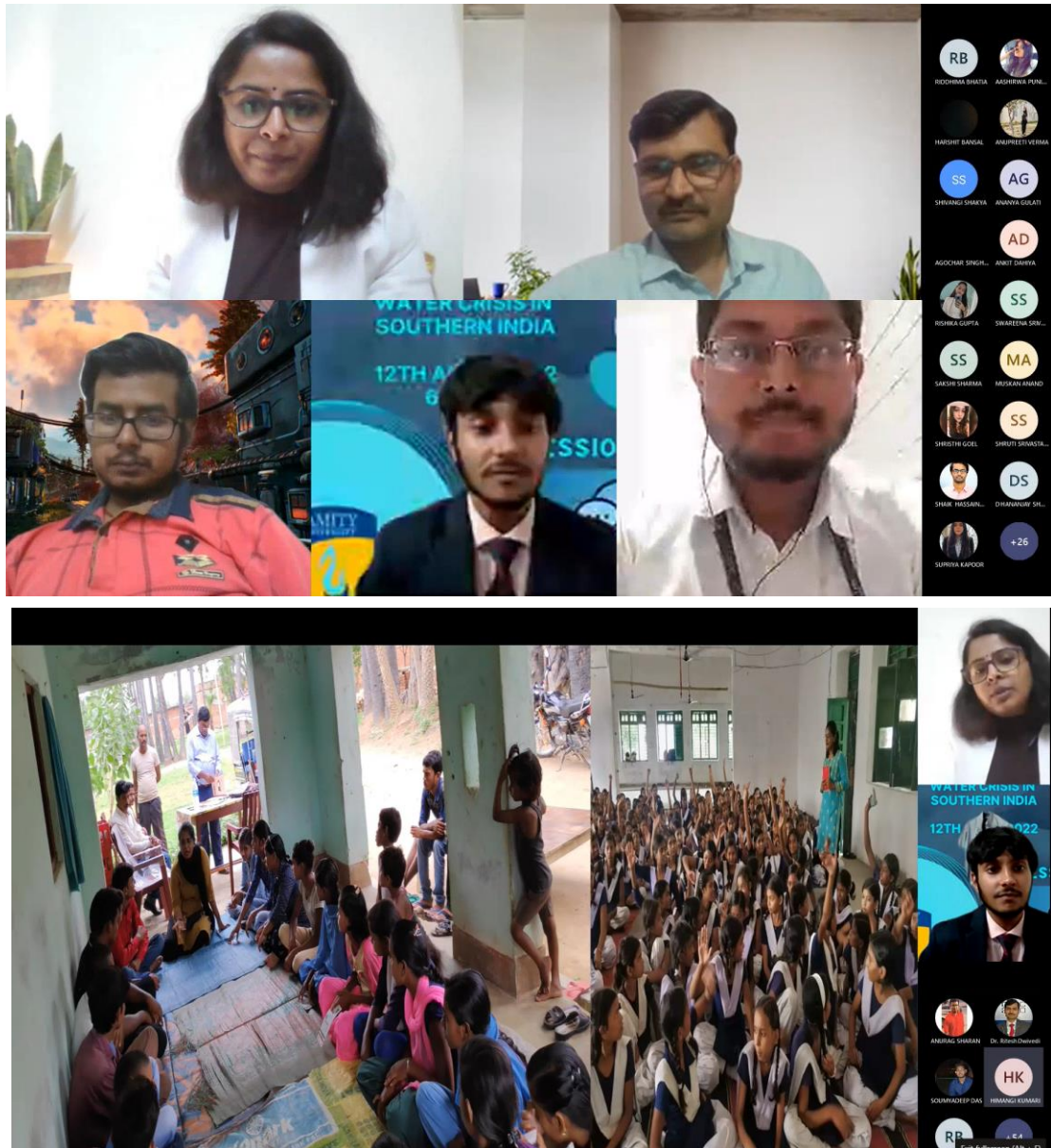
The event was conducted on MS teams where the speaker explained different issues and recent developments related to the water crisis in south Indian region and also many different social issues faced by people in rural India. The speaker focused on how these social issues can be resolved and the steps taken in order to create awareness about the same, while also using various means such as advertisements, to sensitize the attendees on the global water crisis widespread, especially focusing on India. The **Chief Guest and Speaker Ms. Smita Singh**, also covered different aspects related to how we should all have a sense of acceptance and learn to empathise while doing our part, however little, which is enough to make a change in people's lives for the better. The attendees of the webinar also got the opportunity to ask the speaker their doubts and questions regarding the topic and **Dr. Ritesh Dwivedi**, Faculty Coordinator, gave his inputs about the importance of discussing such issues more often to create awareness and understanding about the same why we all should come together to lend out a helping hand to underprivileged people and the importance to be more sensitive and conscious of the choices that we make in our day- to- day lives that may help shape someone else's future.

Number of Attendees: 57

Outcome of the Activity: Through this webinar, we understood about the prevailing water crisis in in our country, the importance of water and how it's equally essential to preserve the

same by making minor changes in our daily activities. We also learnt about the various issues faced by the people residing in rural parts of our country how they as a community face many issues such as menstrual health related problems, child marriage, etc. which should have been long eradicated by proper communication, empathy and our will to make a positive change in our community.

Conclusion & Action Photographs: This webinar created a sense of awareness focusing on various issues related to the south Indian region with respect to the other parts of India even in this era. It helped students understand the consequences of climate change, global warming, and lack of proper cognizance among people in our country.



Global water crisis facts

1 in 5

Around the world, 1 out of 5 deaths of children under five is due to diseases from unsafe water.

Situation in Southern India



WATER CRISIS IN SOUTHERN INDIA
12TH APRIL, 2022
6:15 PM

HK
HIMANSHU KUMAR

RB
RISHIKA SHARMA

ANURAG SHARMA
Dr. Rishika Deshpande

YUVRAJ CHANDR...
+49

Mulya Pravah Team