

NEW ALIPORE COLLEGE

COLLABORATION AND MOUS

Academic Session 2020-2021

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
'Role of Care-givers during the Pandemic time'	8.09.2020	Awareness session	Department of Philosophy , Dept. of Bengali, Dept. of Journalism and Mass Communication, Dept. of Economics & Dept of Sanskrit , New Alipore College and Vijaygarh Jyotish Ray College	Online Mode	35

Report of the Awareness session on 'Role of Care-givers during the Pandemic time'

Introduction:

In an effort to explore the matter of changing socio-economic scenario of the world with particular relevance to India under the Covid-19 pandemic, New Alipore College, in collaboration with Vijaygarh Jyotish Ray College, organized an awareness session on 'Role of Care-givers during the Pandemic times'. This program took place on September 8, 2020, over Google Meet.. The event aimed to delve into various challenges faced by the care givers and their changing roles under the pandemic and lockdown so that they can be protected by the state and policies can be framed considering the overall well being of the society.

Activities and Sessions:

The program consisted of a series of enlightening sessions conducted by esteemed resource persons from various academic disciplines. The participating departments included the Department of English, Department of Bengali, Department of Journalism and Mass Communication, Department of Philosophy, Department of Economics, and Department of Sanskrit.

The main speaker for the event was Professor Mauli Sanyal from the Department of Economics at New Alipore College. She highlighted the changing role of the caregivers and their plight in handling everyday hurdles of the process of caregiving during the lockdown period. The role of caregivers assumed a different dimension altogether during the Covid-19 pandemic. Informal care giving was a regular in almost every family as a result of the policy of social distancing. Family caregivers assumed prominence and that added to their burden of physical, emotional and financial stress. Such multitasking resulted in fatigue, depression, psychological among them. The experience thus taught us

that public health policies should be modelled suiting the requirement of caregivers wellbeing in the future..

Collaborative Efforts:

The collaborative nature of the program between New Alipore College and Vijaygarh Jyotish Ray College added depth and diversity to the discussions. The combined expertise of faculty members from different disciplines engaged in constructive discussions on the issue of Care Giving under emergency situations, providing participants with a well-rounded understanding of the subject matter.

Participant Engagement:

The event attracted a total of 35 participants, including students, faculty members, and enthusiasts from both colleges. The diverse audience enriched the discussions through their active engagement and thought-provoking questions. The lectures inculcated a new dimension of looking at the caregivers issues and food for thought for the participants hitherto unaware of the seriousness of the issues.

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
“Understanding Crisis Communication”	2.12.2020	Special Lectures	Department of Philosophy , Dept. of Bengali, Dept. of Journalism and Mass Communication, Dept. of Economics & Dept of Sanskrit , New Alipore College and Vijaygarh Jyotish Ray College	Online Mode	27

Report of the Special Lectures on “Understanding Crisis Communication”

Date: 2nd December 2020

Topic: Understanding Crisis Communication

Collaborative Institutions: Department of Philosophy, Department of Bengali, Department of Journalism and Mass Communication, Department of Economics, and Department of Sanskrit at New Alipore College and Vijaygarh Jyotish Ray College

Venue: Online Mode

Number of Participants: 27

Introduction:

Crisis communication plays a pivotal role in today's interconnected world, where unforeseen challenges can disrupt the normal course of affairs. In recognition of its significance, a series of special lectures on "Understanding Crisis Communication" was organized on 2nd December 2020. The event aimed to shed light on effective communication strategies during times of crisis and

provide insights into the collaborative efforts necessary to navigate such situations.

Objectives:

The primary objectives of the special lectures were to:

- ✓ Examine the role of communication in crisis situations.
- ✓ Understand the challenges and opportunities presented by crisis communication.
- ✓ Explore case studies to highlight successful crisis communication strategies.
- ✓ Emphasize the need for interdisciplinary collaboration in crisis communication efforts.

Organizers:

The event was jointly organized by the following departments of New Alipore College and Vijaygarh Jyotish Ray College:

- ❖ Department of Philosophy
- ❖ Department of Bengali
- ❖ Department of Journalism and Mass Communication
- ❖ Department of Economics
- ❖ Department of Sanskrit

Activities:

The special lectures consisted of engaging presentations, case discussions, and interactive sessions, offering participants a comprehensive understanding of crisis communication from various perspectives. Each resource person delivered insightful talks, sharing their expertise and experiences.

Collaboration:

The collaboration between different departments enriched the discourse by presenting diverse viewpoints on crisis communication. This interdisciplinary approach highlighted the interconnectedness of crisis management and communication, fostering a holistic understanding of the subject. The joint efforts of New Alipore College and Vijaygarh Jyotish Ray College showcased the power of collaborative endeavors in academic pursuits.

Resource Persons:

Dr. Nirmalya Mondal, Department of Bengali, New Alipore College, presented on the cultural nuances of crisis communication and its impact on society.

She emphasized on the following points for Crisis management

- Preparedness: Effective crisis communication begins with preparation. Organizations need to have a well-defined crisis communication plan in place, detailing roles, responsibilities, and communication channels. This ensures a swift and coordinated response during a crisis.
- Transparency and Honesty: Openness and honesty are crucial during a crisis. Concealing

information or providing inaccurate details can exacerbate the situation and erode trust. Clear and truthful communication helps manage expectations and avoids misinformation.

- **Timeliness:** Communicating promptly is essential. Delays can lead to confusion and escalation of the crisis. Quick response reassures stakeholders that the situation is under control and being actively addressed.
- **Audience-Centric Approach:** Tailoring messages to the needs of different stakeholders is vital. The media, employees, customers, and the public may require different levels of information. Understanding their concerns helps in addressing them effectively.

Dr. Amartya Saha, Department of Journalism and Mass Communication, New Alipore College, discussed the role of media in crisis communication and its influence on public perception. Dr. Saha's expertise in journalism and mass communication sheds light on media's role in crisis situations. The relationship between media and organizations can impact the framing of the crisis, affecting public perception. He emphasized on

- **Media Relations:** Engaging with the media strategically is important to ensure accurate reporting. Designated spokespeople can help control the narrative and prevent misinformation from spreading.
- **Use of Multiple Channels:** In the age of digital communication, utilizing various channels such as social media, websites, press releases, and direct communication helps reach a wider audience and counteract rumors.
- **Consistency:** Consistency in messaging across all communication channels maintains coherence and prevents confusion. Contradictory information can lead to distrust and panic.
- **Learning and Adaptation:** After the crisis is resolved, a thorough evaluation should take place. Analyzing the effectiveness of the communication strategy helps in refining future crisis plans.
- **Interdisciplinary Insights:** Dr. Mondal's background in Bengali literature brings attention to the cultural and linguistic aspects of crisis communication. Language nuances, cultural sensitivity, and local context influence the effectiveness of crisis messages.

Participants:

The event attracted participation from a diverse group of 27 attendees, including students and faculty members from various departments across both colleges. The multidisciplinary nature of the participants encouraged vibrant discussions and the exchange of ideas, contributing to a more comprehensive exploration of crisis communication.

Key Takeaways:

The special lectures yielded several key takeaways:

- ✓ Crisis communication requires a multi-faceted approach, considering cultural, social, and economic factors.
- ✓ Media plays a crucial role in shaping public perception during crises, emphasizing the importance of responsible reporting.
- ✓ Interdisciplinary collaboration enhances crisis communication strategies, enabling more effective and informed decision-making.

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
“Cārvrāka: Yāvajjīvet Sukhamjīvet”	23.04.2021	Webinar	Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women	Online	44

Report of the Webinar on “Cārvrāka: YāvajjīvetSukhamjīvet”

Objectives of the Webinar:

1. To introduce and explore the philosophy of Cārvāka, an ancient Indian school of thought that emphasized materialism.
2. To examine the concept of Yāvajjīvet Sukhamjīvet, which means "Live life as long as you live" and is often associated with the Cārvāka philosophy.
3. To discuss the relevance and significance of the Cārvāka philosophy and the Yāvajjīvet Sukhamjīvet concept in modern times.
4. To promote dialogue and exchange of ideas about Cārvāka philosophy and its role in shaping Indian thought and culture.
5. To encourage critical thinking, inquiry, and reflection among participants about the nature of reality, the human condition, and the pursuit of happiness.

Description of the Webinar:

On 23rd April 2021, the Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women organized a webinar on "Cārvrāka: Yāvajjīvet Sukhamjīvet" via the digital platform of GoogleMeet. The speaker of the webinar was Prof. Nivedita Sengupta, Associate Professor in the Department of Philosophy, New Alipore College.

The webinar started with an introduction by the Co-Ordinator, Dr. Aniruddha Kar, Assistant Professor of Sanskrit, New Alipore College. Dr. Kar introduced the speaker and gave a brief overview of the topic of the webinar.

Prof. Nivedita Sengupta then began her lecture by explaining the term "Cārvrāka." Cārvrāka is a materialistic school of Indian philosophy. The Cārvrākas believed that matter was the only reality, and that consciousness and the soul were mere byproducts of matter. They rejected the idea of an after life and believed that one should live life to the fullest and seek pleasure and happiness in the here and now.

Prof. Sengupta then explained the concept of "Yāvajjīvet Sukhamjīvet," which is a phrase often associated with the Cārvrāka school of thought. The phrase translates to "live happily as long as you

live" and emphasizes the importance of seeking pleasure and happiness in the present moment. Prof. Sengupta discussed how this philosophy is in contrast to the other Indian schools of philosophy that emphasize the importance of morality, duty, and the afterlife. Prof. Sengupta also discussed some of the criticisms of the Cārvāka philosophy, including the accusation that it promotes selfishness and ignores the suffering of others. She also explained how the Cārvāka philosophy has influenced Indian literature and culture.

After the lecture, there was a Q&A session where the attendees had the opportunity to ask Prof. Sengupta questions about the topic. The attendees asked several interesting questions, including how the Cārvāka philosophy compares to Western materialism and how the Cārvāka philosophy views ethics.

Overall, the webinar was informative and engaging. It provided attendees with a deeper understanding of the Cārvāka philosophy and its influence on Indian culture and literature. The lecture and Q&A session also encouraged attendees to think critically about the relationship between pleasure, happiness, and morality.

Outcomes of the Webinar:

1. Cārvāka philosophy is based on the perception of the senses and the idea that the only reality is what can be directly perceived by them.
2. The phrase "yāvajjīvaṃ sukhaṃ jīva" is often associated with Cārvāka philosophy, and it means "live happily as long as you live."
3. This phrase encapsulates the Cārvāka belief in the importance of enjoying life in the present moment, as there is no guarantee of an afterlife or any other form of existence beyond this one.
4. The Cārvāka view of life is focused on sensual pleasure and the pursuit of pleasure as the ultimate goal of life.

Overall, the philosophy of Cārvāka and the phrase "yāvajjīvaṃ sukhaṃ jīva" reflect a materialistic world view that emphasizes the importance of enjoying life in the present moment and pursuing pleasure as the ultimate goal of human existence.

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
“Nyāya Pramāṇa-tattva”	05.05.2021-17.05.2021	Workshop	Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women	Online	56

Report of the Workshop on “Nyāya Pramāṇa-tattva”

Objectives of the Workshop:

1. Discuss and explore the concept of Pramāṇa-tattva in Nyāya philosophy, which refers to the nature and criteria of valid knowledge.
2. Examine the different types of Pramāṇa (sources of knowledge) recognized in Nyāya philosophy, including perception, inference, testimony, comparison, and presumption.
3. Analyze the epistemological and metaphysical implications of the Nyāya conception of Pramāṇa-tattva for understanding the nature of reality.

Description of the Workshop:

On 5th May to 17th May, 2021, the Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women jointly organized an online workshop on "Nyāya Pramāṇa-tattva." The workshop was conducted as part of their Memorandum of Understanding (MOU).

The workshop featured a panel of esteemed speakers including Prof. Nivedita Sengupta and Prof. Jayita Dutta from the Department of Philosophy, and Dr. Aniruddha Kar and Dr. Arpan Sarkar from the Department of Sanskrit, New Alipore College, along with Prof. Swati Ghatak from Hiralal Mazumdar Memorial College for Women.

The workshop aimed to explore the concept of Nyāya Pramāṇa-tattva, which pertains to the epistemology of the Nyāya school of Indian philosophy. The Nyāya school, which originated in ancient India, is known for its rigorous analysis of knowledge and belief.

During the workshop, the speakers discussed various aspects of Nyāya Pramāṇa-tattva, such as the means of knowledge, the role of perception, inference, comparison, testimony, and postulation. They also explored the relevance of these concepts in contemporary philosophical debates.

The workshop was conducted entirely online due to the COVID-19 pandemic, and participants were able to join remotely from their respective locations. It provided a unique opportunity for students to engage in meaningful discussions and exchange ideas on Nyāya Pramāṇa-tattva.

Overall, the workshop was a successful collaboration between the Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women. It contributed significantly to the promotion of Indian philosophy and provided a platform for students to engage in fruitful discussions.

Outcomes of the Workshop:

1. Introduction to Nyāya Pramāṇa-tattva and its significance in Indian philosophy.
2. The concept of pramāṇa (valid means of knowledge) in Nyāya philosophy and its classification.
3. The nature of perception (pratyakṣa) and its role as a pramāṇa.
4. Inference (anumāna) as a pramāṇa and its different types.
5. Testimony (śabda) as a pramāṇa and its sources of validity.
6. Comparison with other schools of Indian philosophy on the concept of pramāṇa.
7. Contemporary relevance and applications of Nyāya Pramāṇa-tattva in fields such as science and technology, law, and ethics.

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
“Women’s position in Vedic Era”	08.06.2021	Webinar	Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women	Google Meet	46

Report of the Workshop on “Nyāya Pramāṇa-tattva”

Description :-

The following program have been organized by the Department of Sanskrit and Department of Philosophy, New Alipore College with Hiralal Mazumdar Memorial College For Women, under the MoU program on 8th June, 2021 at 12pm-1:30pm.

Objective:

The objective of the webinar on Women's position in Vedic Era is to provide a comprehensive understanding of the role and status of women in ancient India as depicted in Vedic literature.

Outcome:

By the end of the webinar, attendees will have a clear understanding of the following:

- The social, cultural, and religious status of women in the Vedic Era.
- The role of women in Vedic rituals and ceremonies.
- The contributions of women to Vedic literature and scholarship.
- The impact of social changes on women's position in the Vedic Era.

The webinar will be conducted by Professor Dibakanta Jha, an expert in Vedic literature and Indian history. Attendees will have the opportunity to engage with the speaker and ask questions during a Q&A session at the end of the webinar. Overall, attendees will gain valuable insights into the status and position of women in ancient India and how this information can be used to inform modern perspectives on gender equality. The webinar will provide a platform for participants to learn from a renowned expert in the field and engage in a thoughtful discussion on an important topic. By the end of the webinar, attendees will have a better understanding of the contributions of women to ancient Indian society and the relevance of this knowledge in contemporary contexts.

Topic	Year of Activities	Name of Activities	Collaborative Institution	Venue	Number of Participants
“Karmayoga in Gītā”	07.09.2021	Webinar	Department of Philosophy and Sanskrit, New Alipore College and Hiralal Mazumdar Memorial College for Women	Online	44

Report of the Webinar on “Karmayoga in Gītā”

Description :-

The following program have been organized by the Department of Sanskrit and Department of Philosophy, New Alipore College with Hiralal Mazumdar Memorial College For Women, under the MoU program on 7th September, 2021 at 2:00pm-3:30pm.

Objective:

The objective of the webinar on Karmayoga in Gita is to provide a comprehensive understanding of the concept of Karmayoga as outlined in the Bhagavad Gita.

Outcome:

By the end of the webinar, attendees will have a clear understanding of the following:

- The definition and significance of Karmayoga in the context of the Bhagavad Gita.
- The relationship between Karmayoga and the other yogas outlined in the Bhagavad Gita.
- The practical applications of Karmayoga in daily life.
- The relevance of Karmayoga in modern times.

The webinar will be conducted by Professor Swati Ghatak, an expert in Indian philosophy and religion. Attendees will have the opportunity to engage with the speaker and ask questions during a Q&A session at the end of the webinar.

Overall, attendees will gain valuable insights into the concept of Karmayoga and how it can be applied in daily life. The webinar will provide a platform for participants to learn from a renowned expert in the field and engage in a thoughtful discussion on an important topic. By the end of the webinar, attendees will have a better understanding of the significance of Karmayoga in the Bhagavad Gita and the relevance of this knowledge in contemporary contexts. They will also have gained practical tools for applying Karmayoga principles in their daily lives, leading to a more balanced and fulfilling existence.