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Press Release

### **Joint Programme of JMI and BIPP, ISB to boost Forest Economy begins**

The prestigious AJK Mass Communication Research Centre (AJKMCR), Jamia Millia Islamia (JMI) and the renowned Bharti Institute of Public Policy (BIPP) at the Indian School of Business (ISB) are delighted to announce their collaboration for changing life of forest dwellers and local communities. They started the crucial process with the first cohort of MA Development Communication in 2023.

This unique joint initiative seeks to foster academic and knowledge collaboration between the two esteemed institutions, with a primary focus on implementing a groundbreaking large-scale project. The project revolves around building a scalable and sustainable forest economy and livelihood, with a special emphasis on Community Forest Resource Rights (CFR) and Women-led Enterprises.

The orientation programme for the MA Development Communication cohort was inaugurated by the Hon'ble Vice Chancellor of JMI, Prof. Najma Akhtar, on May 15th, 2023, at the Mir Anees Hall, JMI. The Vice Chancellor praised the initiative, encouraging students to become ambassadors of change and realize the vision of forests as spaces of opportunity and sustenance. Leading the discussion from ISB-BIPP was Prof. Ashwini Chhatre, Executive Director of BIPP, who unveiled the visionary concept behind this collaboration. Prof. Danish Iqbal is the coordinator of this ambitious collaboration.

The collaboration between AJKMCR and ISB-BIPP paves the way for exciting new avenues of academic and research cooperation. Students will benefit from access to a diverse range of resources, including faculty expertise, cutting-edge research facilities, and industry partnerships. This comprehensive approach will enable them to acquire a deeper understanding of the forest economy and develop effective communication strategies to engage with stakeholders at various levels. Following the immersive 6-day workshop, the students of the MA Development Communication program will embark on a transformative field experience in the Malkangiri forest area.

Accompanied by ISB experts, they will engage in extensive research, documentary production, training, capacity building, and advocacy campaigns focused on Forest Rights and the economy. After a week, faculty members from Jamia Millia Islamia will also join the students in this endeavour, further enhancing the collaborative efforts in this vital initiative.

The program aims to nurture future leaders in development communication, equipping them with the necessary skills to drive positive change in society. Throughout the workshop, students will be actively involved in working on diverse topics such as: Forest opportunities: Systems, Interactions, Outcomes, Historical Perspectives on Forest Rights in India.

Mission Shakti: SHGs to SME | Success stories of Women-led enterprises in Jharkhand and Odisha Democratic governance of forests and gender roles

This collaborative venture between AJKMCRC and ISB-BIPP sets the stage for innovative research, transformative experiences, and a collective effort towards sustainable development. The impact of this collaboration is expected to resonate far beyond the academic sphere, with the potential to create lasting positive change in forest economies and empower local communities.

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