



## CENTRAL UNIVERSITY OF JHARKHAND

In Collaboration With

### THE DIRECTORATE OF TOURISM DEPARTMENT OF TOURISM, ARTS, CULTURE, SPORTS & YOUTH AFFAIRS GOVERNMENT OF JHARKHAND

Organizing

10-Day National Workshop

on

## SOCIAL MEDIA CONTENT CREATION

Jharkhand established in the year 2000 is celebrating 25<sup>th</sup> year of its establishment. It is indeed an important milestone for a state which has significant contribution in the development of the nation. The whole engine of Indian industry is run from this State even when the state was not formally established and was under the state of Bihar or British rule. Jharkhand is a tribal land which has a rich history and contribution to the Indian independence struggle. Recently India is also celebrating 170<sup>th</sup> year of Hul/ Sathal Rebellion/First Independence Struggle of India. Jharkhand has the rich history, tradition, culture, many languages and distinct food, clothing and handlooms and art and artifacts of Jharkhand. Jharkhand as the name suggests the land of forests meaning a state which is close to nature. It has a lot of tourist spots in terms of history, culture, spirituality, religion, adventure, wildlife, rural area. Thus this can be promoted as a collective approach to showcase Jharkhand.

At present social media and independent influencers have become an effective tool for the promotion of tourism as young/ middle aged people travel for the sake of their adventure, self-discovery and spirituality. This leads to promotion of a place, its culture, people associated with it, food, clothing and overall create new avenues for revenue generation for the local people. But mostly these social media influencers are self-motivated people barring some professionals. Thus, in an attempt to attract and create more social media influencers with a focus to promote

Jharkhand Culture and Tourism, this workshop is designed. It would give an opportunity to train the amateur social media influencers for their better communication and creating their brand as well as creating authentic content with the socio-cultural relevance for the larger audience to engage.

This attempt also becomes significant given the fact that Jharkhand has a lot of opportunities in terms of cultural products and tourism. That too, it is necessary to create a brand of Jharkhand as Jharkhand is entering its 25<sup>th</sup> year of establishment. Thus, this event is planned to showcase the beauty, history, culture of Jharkhand and turning it into a brand. The case study of Jharkhand would enable the participants to employ the tools learned for any field pertaining to online content creation.

## **Objectives**

The objectives of this workshop would be to:

- Make participants understand the importance of Social Media for content creation;
- Make participants learn the format, style and presentation in Social Media centric content;
- Make participants learn the skills necessary for content creation on social media (Photography, Reel Making, Short Film, Blogging, Vlogging, Podcasting);
- Make participants learn to create a social media brand and using the SEO for positioning;
- Promoting the State of Jharkhand through Tourism, Culture and different avenues available for content creation;
- Prepare the content in different formats for Social Media; and
- Creating enlightened social media creators with the special reference to Jharkhand.

**Date:** 17 – 28 January 2025 (10 days excluding Sundays)

**Registration Fees:** No Registration Fees; Residential Workshop with Fooding and Lodging Free.

Residential workshop for outstation participants. Local participants can commute everyday with full day attendance during outstation field visits.

**No. of participants: Maximum 50**

## **Selection Criteria**

### **Eligibility**

All the amateur social media influencers from Jharkhand/ India (having more than 1000 followers on Social Media Accounts), young photographers/photo-journalists/ videographers/ editors, Research scholars/ students interested in culture, travel and tourism, individuals working in the travel and tourism industry, young filmmakers, Young Youtubers (having a Youtube Account with substantial viewers/subscribers).

## **Essential Requirements**

- Active presence on platforms like Instagram, Facebook, X (Twitter), LinkedIn, YouTube.
- A good smartphone equipped with essential apps for content creation. (Preferable having a DSLR camera)
- Proficiency in Communication (both speaking and writing). Command in Hindi and English language. Preferable if they have good understanding of local languages of Jharkhand.
- Age Limit: Below 30 years.
- Educational Qualification: Intermediate (class 12) pass and above.

## **Application Process**

Interested applicants must apply through the provided Google Form. Applicants must fill in their personal details and answer the following questions.

- i. Why do you want to attend this workshop? (Highlight your motivation and reasons for selection?)
- ii. How would you promote Jharkhand's culture and tourism through Social Media?

## **Selection Process**

Each applicant will be given marks and weighed based on the criteria fulfilled by them. The final selection will be based on the written responses given to the provided open-ended questions put above. Language proficiency, idea generation and broader perspective towards the Jharkhand state would be the evaluated and given marks. The final selection will be based on this marking criterion.

The organizing committee reserves the right to select participants based on the application review process. The committee can make stringent rules or relax the criteria for the selection of the candidates as per the number of applications received. The decision of the committee would be final. No canvassing in any form will be accepted. Any canvassing/challenge would be liable to cancellation of candidature.

Selected candidates will be notified via the provided contact details.

## **Workshop Deliverables**

Participants must create and submit content during/after the workshop. Content will be evaluated by a panel of experts/jury. Selected content will be shared on the official social media platforms of the Jharkhand Government. Participants are required to share the government's related posts on their personal social media handles, tagging: Ministry of Tourism, Jharkhand Government and Central University of Jharkhand.

## **Availability of Application Form**

Application form will be available on both websites of:

- Central University of Jharkhand ([www.cuj.ac.in](http://www.cuj.ac.in))
- Directorate of Tourism, Department of Tourism, Arts, Culture, Sports & Youth Affairs, Government of Jharkhand (<https://tourism.jharkhand.gov.in>)

**Certification:** After successful completion of workshop, the participants will get certificate.

**Last date for Submission of Google Form is: 08 January 2025.**

**For Registration click on Google link: <https://forms.gle/wMUdS5tPenaRzfe06>**

**OR**

**Scan the QR Code for Registration through Google link:**



### **Chief Patron**

Prof. Kshiti Bhusan Das  
Hon'ble Vice Chancellor  
Central University of Jharkhand

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Dean – Research and Development - CUJ

**Convener**

Dr. Sudarshan Yadav  
Assistant Professor  
Department of Mass Communication  
Central University of Jharkhand  
Email: sudarshan.yadav@cuja.ac.in

**Co-Convener**

Dr. Amrit Kumar  
Assistant Professor  
Department of Mass Communication  
Central University of Jharkhand  
Email: amrit.kumar@cuja.ac.in

**Address: Department of Mass Communication, Central University of Jharkhand, Village: Cheri-Manatu, PO: Kamre, PS: Kanke, Ranchi (Jharkhand) Pin: 835222.**

**For More Information visit websites:**

[www.cuja.ac.in](http://www.cuja.ac.in)

<https://tourism.jharkhand.gov.in>

**For any query the applicants can contact:**

**Wrishav Roy (Mob. 06296620973), Sachin Kumar (Mob. 9097107194), Rajat Raj (Mob.9708753708)**

**Tentative Experts/Speakers**

- Mr. Kunal Vijaykar (Leading Youtuber of India)
- Mr. Meghnath and Shri Biju Toppo (National Awardee Filmmaker)
- Mr. Mukul Mukherjee, Wildlife Photographer (Nikon)
- Mr. Niranjana Kujur (National Awardee Filmmaker)
- Ms. Kalpana Sharma, Senior Journalist and Popular Content Creator
- Mr. Shriprakash (National Awardee Filmmaker)
- Mr. Pankaj Ramendu, Leading Writer and Content Creator
- Ms. Monica Marandi, Celebrated Tribal women solo traveller of India.
- Mr. Ankush Kasera - Leading Social Media Content Creator and Photographer from Jharkhand
- Mr. C. M. Hembrom (Prominent Painter of Jharkhand)
- Mr. Ledem Mardi (Prominent Story Teller from Jharkhand)
- Mr. Seral Murmu, Awarded Filmmaker from Jharkhand.
- Leading Social Media Content Creators from Jharkhand.
- Recognized academicians and practitioners from Central University of Jharkhand and other leading institutions of India.