



# Department of Journalism and Mass Communication Aliah University

(A UGC approved autonomous Institution under the Department of Minority Affairs and  
Madrasah Education, Govt. of West of Bengal)  
Park Circus Campus, 17, Gorachand Road, Kolkata- 700014

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## Report

### Nukkad Natak and Community Media Performance

Alternative and indigenous media like *jatra*, *palagaan*, *yakshagana*, *tamasha*, *therukuthu*, which not only entertained but also depicted the oral, religious and devotional traditions. Theatre has sustained its appeal as the most powerful art form for connecting with the masses. The department of Journalism and Mass Communication, Aliah University has embraced the tradition, adopting the forms of Community Media performance like *Nukkad Natak* to raise social awareness and reach out to the immediate community around the campus.

The students of Journalism and Mass Communication at the Park Circus Campus of the University have performed Nukkad Natak of their course curriculum since the inception of the Department in 2013 under the course Folk, Traditional and Community Media. However, in the recent years Community Media Performances as voice infrastructures have been initiated under the Courses **JMCPGCCT09-** Communication for Social Change and **JMCPGDET03(c)-** Advanced Understanding of Communication for social change engage students in reading and comprehending the contemporary related forms of Indian theatre and has sensitized the students with the need and issues of socio-political development along with paradigms of development. The focus of the courses and resultant performance has also

been to to familiarize the students to the indigenous folk theatre of India: Jatra, Baul, Yakshagana, tamasha, therukuthu. The students get familiarized with Puppetry , a traditional form and street play as a modern form, for voicing public opinion. They learn to conceptualize and perform the same to spread awareness on an issue of social relevance. During each academic session, the students are trained to utilize the techniques of traditional entertainment like street theatre (Nukkad Natak) or puppetry to address such issues. During this process students gather knowledge of the approaches to development of communication particularly in Indian perspective through drama and aim at recyclable, sustainable development goals. ‘Nukkad Natak’ or its other form of Community Media Performance has been a steady annual event in the department, where the students conceptualise and perform these on issues pertaining to the contemporary times as Social evils, domestic violence, alcoholism, Government policies, Internet addiction, Menstrual Hygiene. These performances like the *Nukkad Nataks* or Community Media Performance are sometimes performed within the campus and sometimes near the gate of the campus for the passerby. A recent addition to this innovative tradition was a Community Media Performance on Menstruation and its perception as a taboo in the society, in 2023. The ‘Nukkad Natak’ was a community media performance, conceptualized by the students of JMC for their fellow community members. It touched upon problems faced by young girls when either they themselves first experience or boys when their fellow female friend or sister experiences periods. The performance garnered a lot of praise from Dr. Rajesh Das, Assistant Professor, Department of Mass Communication, University of Burdwan, West Bengal and other faculty members and students of Aliah University who watched the performance.

Students performing Community Media Performance on Menstrual Hygiene on 24 May 2023.



Students and faculty members of MAJMC along with Dr.Rajesh Das, faculty, University of Burdwan



Nukkad Natak on Social Evils on 22 Dec 2016



Nukkad Natak on Policy Issues on 17 Nov 2017

Co-curricular Activities in the Department  
 Drama: Nukkad Natak enacted by the students in 2016 and 2017



নগর মহানগর

বাংলাতেও আরবি চর্চার পূর্ব গৌরব ফিরে পাবে: ইমরান

নতুন বছরে বাংলায় আরবের বিনয়োগে ২০০ কোটি টাকা

বাংলাদেশের সরকার পিস ফিরে এলাকায় চাকলা

কলকাতা বিশ্ববিদ্যালয়ের শিক্ষার্থীদের ছাত্র নির্বাচনে দিন ঘোষণা

নোবেলি নিয়ে আন্দোলনের ধার বাড়াচ্ছে প্রদেশ কর্তৃক

জমাদিনে মহম্মদ রফিক শ্মৃতি নিয়ে শহরের বৃকে ঘুরবে এক কামরার ট্রাম

সেবার সেকেন্ডে ইউটি মনো

গাঁহকদের হয়ে লড়াই ক্রেতা সুরক্ষা দফতর

নবামের নিরাপত্তা আরও বাড়ানোর প্রস্তাব পুলিশের

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