

## **ANNUAL REPORT OF MEDIA CELL OF LAKHIMPUR COMMERCE COLLEGE (2022-23):**

The Media Cell of Lakhimpur Commerce College remained very active throughout the academic year of 2022-23 with regular press releases for the media outlets and the press. The cell has carried out 102 press releases from January, 2022 to December, 2022. These press releases have been published prominently in all major dailies in English and vernacular press.

Major dailies like The Assam Tribune, The Sentinel, The Assam Rising, Purvanchal Prahari (Hindi), Asomiya Pratidin, Niyamiya Bartta, Asom Aditya, Amar Asom, Dainik Asom, Dainik Janambhumi, Dainik Agraddot (Assamese) in print editions have carried our stories as sent by the media cell during this period.

Online platforms like The Ravel, The Fearless Press, Asom Aditya Digital, Janambhumi Digital, NLPT News, News Time Assam also has broadcasted the stories made by the media cell of the college in video formats throughout the period.

The Media Cell of Lakhimpur Commerce College held an intimate discussion with the members of the press fraternity of the district on 4<sup>th</sup> April, 2022. The interactive session was chaired by Dr. Lohit Hazarika, Principal of the college. The objective of the meeting was explained by Prof. Sazzad Hussain, convener of Media Cell.

Principal Dr Lohit Hazarika sought the cooperation and suggestions from the media fraternity for the overall development of the college and presented a brief account of various programmes implemented in the college in the last three months time. He updated the media persons about the progress of works concerning the assessment and accreditation of the college by NAAC and the plans of celebrating the Golden Jubilee of the college from mid-this year. Dr Hazarika also presented a Rs. 1.5 crore master plan for the college at it Chukulibharia campus with a sports complex, auditorium, quarters, Orchid Park and other facilities in that meeting.

Kumud Baruah, senior scribe and president of North Lakhimpur Press Club in his speech suggested for education in the colleges that generate dignified jobs. Farhana Ahmed of The Assam Tribune asked for introduction of vocational courses at the college to contribute towards the local economy. She also asked for quality education at the school level for better inputs to the colleges. Karuna Krishna Nath, secretary of North Lakhimpur Press Club and correspondent of DY365 Channel expressed concerns at the result output of the college. The session was also interacted by Ranjit Kakoti of The Sentinel, Priyam Phukan of Dainik Asom, Neel Pawan Sabhapandit of ND Television, Hasinur Alom of Time 8 and others. The session was also attended by Vice Principal of the college Gopal Kumar Chetry, Librarian Runjun Baruah, media cell members Prof Tilak Chandra Deka, Dr Biva Dutta and general secretary of college students union Aziz Ali.

As agreed in the meeting the Media Cell of Lakhimpur Commerce College is proposing to have a second meeting with the media persons scheduled on 24<sup>th</sup> of December, 2022.

