



**AICTE ATAL Advanced FDP on “Mapping the Impact of
Social Media”**

12-23 December 2022

Indian Institute of Technology, Bhubaneswar

Objective:

Social media holds an all pervasive presence in the contemporary human society in a manner unprecedented in human history. Approximately twenty five years back, social media entered quietly, without much ado, into our lives. The omnipresence of social media in current times, however, is a phenomenon that is, to put it mildly, extremely hard to ignore. People across generations, class, geography, gender and many such categories seem to continually discover an ever-expanding use of social media. What are these various facets of social media and how do participants educate themselves about this astounding presence in our world experience now? It is quite common for everyday conversations these days to be some way or the other influenced by content from social media. How can participants put such impact to the best use of their organizational and personal stories of growth and positivity? What are the ethical concerns that participants need to take into account with regard to social media? With pre-teens and teenagers being some of most ardent groups of social media users, is it possible for participants to acknowledge as well as incorporate social media as a teaching tool? Are we spending too much or too little time on social media? Can participants use social media for lofty goals like NEP 2020 implementation in their organizations? With controversies over content shared on social media becoming a regular feature of our day-to-day existence, how should participants manage content as well as language on social media? How can social media be assessed in terms of collective human concerns such as the questions of identity and mental health? Is social media a potential game changer for businesses of all kinds? What is likely to be the future of social media and what role should participants prepare for to exhibit a certain degree of future-readiness in the handling of social media? These are the major areas of deliberation that will be taken into account for the proposed FDP.

The sessions shall cover various aspects of Social Media; sessions on NEP 2020 implementation, effective time management, Indian ethos and values, and research methodology sessions are also integrated in the session plan to give this FDP a holistic and systematic character.

Who can apply?

The faculty members of AICTE approved institutions, Research Scholars, PG Scholars, participants from Government, Industry Bureaucrats/Technicians/ Professionals/ School Teachers and staff of host institution can apply on the AICTE ATAL web portal to join the programme

Resource Persons:

The resource persons for the proposed course will be from well reputed institutions such as IIT Kanpur, IIM Lucknow, IIT Madras, IIT Bhubaneswar, XIMB Bhubaneswar, OUTF Bhubaneswar etc.

Dates:

The course is of two weeks duration from 12-23 December 2022. The online classes for the 1st week of the FDP will be held in online mode. The offline Classes for the 2nd week of the FDP will be held at IIT Bhubaneswar, Bhubaneswar.

Coordinator:

Dr. Punyashree Panda, Associate Professor, School of Humanities, Social Sciences and Management, IIT Bhubaneswar

Co-Coordinator:

Dr. Naresh Chandra Sahu, Associate Professor, School of Humanities, Social Sciences and Management, IIT Bhubaneswar

About the School:

The School of Humanities, Social Sciences & Management at Indian Institute of Technology, Bhubaneswar corroborates many humanistic disciplines through teaching and research across Language, Literature, Culture, Economics, Planning, Social Policy, Technological Development, Psychological Behaviors, Public and Private Values. The school's aim is to help students develop the requisite communicative, analytic, and cultural knowledge to thrive in all aspects of their lives. The school is also home to a wide variety of interdisciplinary collaborations, path-breaking research projects, and unique areas of study.

About IIT Bhubaneswar:

About Indian Institute of Technology Bhubaneswar: IIT Bhubaneswar, established by the Ministry of Human Resource Development, Government of India under The Institutes of Technology (Amendment) Act, 2011 came into existence on 22nd July, 2008. The Institute strives to offer the best engineering education with unmatched novelties in curriculum. Within a short span of incipience, IIT BBS has made rapid strides towards becoming one of the elite technology institutes of India spurred by sustained creation of knowledge and innovation, through high quality R&D activities and commitment to holistic education as students get exposed to a wide variety of activities through societies and clubs, involving liberal arts, design, dramatics, robotics, music, dance and sports, instilling them with social awareness, a spirit of innovation, entrepreneurship and thirst of discovery. All academic activities of the Institute are being carried out from the picturesque permanent campus at Argul, spreading over 936 acres of land of serene and pollution-free academic environment, in the state of Odisha, India. It is located on the feet of the historic and magnificent Barunei Hills.

Link to apply for the FDP: <https://www.aicte-india.org/atal>

For further details regarding the FDP, please contact:

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