

Brief Report on the Visit of B. Sc. (Home Science) Students from the University of Agricultural Sciences (UAS), to CMDR Dharwad

Students from the Department of Home Science, University of Agricultural Sciences (UAS), Dharwad, undertook an educational visit to the Centre for Multi-disciplinary Development Research (CMDR), Dharwad, on 28-05-2025. This visit was organized as part of their elective course on Public Relations and Social Marketing. The objective was to provide students with firsthand exposure to institutional public relations strategies and the application of social marketing in research-driven policy interventions.

The visit aimed to enhance students' understanding of how social science research institutions engage with the public and stakeholders, and provide insights into practical applications of social science research in policy formulation.

Dr. Basavaprabhu Jirli, Director, CMDR, presented an overview of CMDR Dharwad. The points highlighted include that CMDR Dharwad is a prominent research institute known for its contributions to economic, social, and developmental studies. The center undertakes research that informs policy decisions at the local and national levels. Through interdisciplinary and multidisciplinary approaches, CMDR plays a vital role in analyzing issues related to poverty, education, agriculture, and social welfare.

Senior researchers/faculty members of CMDR were involved in interactive sessions with visiting students focusing on:

- The significance of research in influencing policy decisions.
- Strategies for effective public communication in research dissemination.
- Case studies showcasing successful social initiatives in connection with Tobacco studies, SBM, health issues, issues associated with tribal and other social categories etc.
- Techniques for engaging various stakeholders, including policymakers, NGOs, and the public.

There was an elaborate discussion on research Projects undertaken by the faculty members. Students were introduced to different research projects undertaken by CMDR, such as those on rural development, agricultural policies, and gender studies. Special emphasis was given to the impact on society in implementing awareness campaigns and behavioral change programs.

One of the key areas of focus was how institutions like CMDR build their public image and maintain credibility. Faculty members discussed the role of media, publications, seminars, and stakeholder engagements in shaping the institute's reputation.

Students were given elaborated information on the research facilities, library, and data analysis units. They discussed at length how research findings are compiled, analyzed, and transformed into actionable insights for policymakers.

During the interaction with faculty members, the students gained insights into the strategic methods adopted by research organizations to communicate findings and establish credibility. Real-world examples demonstrated how the findings of social science research are applied to influence public behavior, especially in areas like health awareness, agricultural sustainability, and education.

The Multidisciplinary Approach of CMDR was highlighted during the interaction with students. The importance of a multidisciplinary perspective in addressing social and economic challenges was also discussed. The visiting students were exposed to the workings of a research institution helped students explore possible career paths in policy research, communication strategy, and social advocacy.

The visiting students felt that the visit provided them with valuable insights into the intersection of social science research. The interaction with the faculty of CMDR and exposure to institutional communication strategies undoubtedly enhanced their understanding and practical application of the subject in their future endeavors.

Prof. N.S. Nayak, Dr. Jai Prabhakar, Dr. A. R. Kulkarni, Dr. S V Hanagodimath, Dr. Narayan Billava, Dr. Dundappa, and Dr. Prateek Mali were present on the occasion.

Visuals of Visit





