

## **Webinar Report on “Vocal for Local : Precautions for Sustainability”**

SMT. K. G. Shah Department of Mass Communication successfully conducted an online webinar on “Vocal for Local : Precautions for Sustainability” on Saturday, 23rd May 2026 at 11:00 AM.

The session was conducted by Mr. Rohan Joshi (NEW18 Lokmat – Reporter/Producer), who shared valuable insights on sustainability, responsible living, and the importance of supporting local initiatives.

Key Suggestions Shared by the Speaker for Students:

- \* Prefer internships and projects that promote social awareness and sustainability
- \* Use social media positively to create awareness rather than spreading unnecessary content
- \* Support local vendors, artisans, and small businesses while making purchases
- \* Avoid unnecessary online shopping and fast-fashion consumption
- \* Carry reusable bottles and bags in daily life
- \* Use digital notes and online submissions to reduce paper wastage
- \* Create student-led media campaigns on environmental awareness
- \* Encourage responsible travelling and avoid littering during trips and shoots

More than 60 students enthusiastically attended the webinar and actively participated in the interactive session.

Outcome of the Program:

The webinar helped students understand the importance of responsible citizenship and sustainable living. It created awareness about how media and communication can play an important role in promoting sustainability and supporting the “Vocal for Local” initiative. Students were motivated to adopt eco-friendly habits and use media as a tool for positive social change.