



— COURSE —

**Introduction to
Sustainable Development
& Environmental
Communication
(NVA0011)**

**VALUE ADDED
COURSE BROCHURE
2025-26**

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high quality education provider with prime focus on holistic learning and imbibing competitive abilities in students.

ABOUT SCHOOL

Sharda School of Media, Film and Entertainment offers a medium to convert the creativity of the student into career, with the help of an array of industry-recognized programs. The students not only get a chance to study at a world-class institution but also the exposure to prove their capabilities through their work. Successful creative professionals and experts continuously work together to develop the student skills and equip them so they contribute to the thriving cultural and creative industries. SSMFE corporate partners commit to providing guidance, expertise, and feedback to the students through various industrial visits where they get to meet with industry professionals, get portfolio reviews, exercise their interviewing skills and receive an internship or job opportunity.

ABOUT COURSE

Course : **Introduction to Sustainable Development & Environmental Communication (NVA0011)**

This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation.

COURSE SCHEDULE

Name of the Course	Introduction to Sustainable Development & Environmental Communication
Course Code	NVA0011
VAC Coordinator SSMFE	Dr. Mukta Martolia
Faculty Expert(s)	MA(J&MC) 2nd Semester – Dr. Rajashree S Adhikary MA(Ad,PR & CC) 2nd Semester – Prof. (Dr) Mehak Jonjua
Venue	5th & 6th Floor, Block 2
Start	January, 2026

Schedule

Topic: Understanding Environmental Pollution

- A** Pollution Types: Water Pollution, Soil Pollution
- B** Pollution Types: Air Pollution
- C** Pollution Types: Noise Pollution

Topic: Introduction to Waste Management

- A** Basics of Waste Management
- B** Understanding e-Waste Management
- C** Media Coverage on waste management

Topic: Fundamentals of Sustainable Development

- A** Understanding Sustainable development and globalization
- B** Contemporary Challenges and Environmental Issues
- C** Case Studies

Topic: Environment and Climate change

- A** Discourse on Climate change and sustainable development
- B** International agreements and climate change
- C** Case Studies

Topic: Media Writing on Environment

- A** Introduction to Environment Journalism and Activism
- B** Media Coverage and Environment
- C** Case Studies

PROFILES OF FACULTY EXPERTS

Prof. (Dr) Mehak Jonju



A Social science researcher, activist, writer, journalist, and teacher, Dr Mehak Jonju, has a rich experience and exposure in multiple fields. Prior to Sharda University, she was working with Amity University, Noida, as Professor and Assistant Director (Academics).

One of the major projects that she helmed was with the Hoshiar Singh Memorial Hospital. The project began with offering information, referral and navigation services to transgender patients and the provider community. It took-off in January 2018 and within a year, has provided workforce education on transgender awareness to 70 people. Also involved was policy advocacy aimed at promoting a more inclusive transgender health benefit programme for the transgender community of Delhi NCR. The project mobilized and promoted the resilience of trans-people most impacted by or living with HIV/AIDS through research, timely health facilities, recreation modes and leadership strengthening. A total working experience of 15 years, she has served leading organisations, like MCM DAV College, DAV College and JIMS.

Dr. Rajashree Sharma Adhikary



Dr. Rajashree Sharma Adhikary is a dedicated media educator with over a decade of experience in broadcasting and higher academics. She holds a Ph.D. in Mass Communication from Assam University (A Central University), with a strong academic foundation complemented by practical industry exposure.

Before entering academia, she was associated with All India Radio (AIR) and Door Darshan (DD) under Prasar Bharati, where she worked as casual announcer and moderator for talk shows and panel discussions, gaining valuable experience in public service broadcasting and content creation. Her core research interests include media psychology, audience behavior, digital content influence, and medias role in social development. Actively engaged in curriculum development, departmental planning and student mentorship, brings a dynamic mix of industry insight and academic expertise to encourage critical thinking and promote socially responsible communication among future media professionals.

She has been actively engaged in community-based studies and has supervised number of real-life projects leading to articles. Her consistent contributions to digital media literacy and social awareness initiatives have placed a special emphasis on underprivileged communities and women empowerment.

School: SSMFE	Batch : PG Batch2025-2027	
Programme: PG	Current Academic Year: 2025-26	
Branch: NA	Semester: II	
1. Course Code	NVA0011	
2. Course Title	Introduction to Sustainable Development & Environmental Communication	
3. Credits	Audit Course	
4. Contact Hours (L-T-P)	30 Hours	
Course Type	Non-Credit Value Added Course (NCVAC)	
5. Course Objective	<ul style="list-style-type: none"> • To understand the basics of environmental communication • Comprehend the skills in applying the concepts in different forms of communication. • To enhance understanding of waste management, sustainable development and climate change. 	
6. Course Outcomes	<p>After completing the course students will be able to –</p> <p>CO1: Outline to understand different types of pollutions</p> <p>CO2: Explore the ways of waste management</p> <p>CO3: Adapt strategies of sustainable development</p> <p>CO4: Explain fundamental concept of climate change</p> <p>CO5: Examine the ways of writing for environmental issues</p> <p>CO6: Elaborate the concepts of sustainable development, climate change and environmental writings through case studies.</p>	
7. Course Description	This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation.	
8. Outline syllabus	CO Achievement	
Unit 1	Understanding Environmental Pollution	
A	Pollution Types: Water Pollution, Soil Pollution	CO1
B	Pollution Types: Air Pollution	CO1
C	Pollution Types: Noise Pollution	CO1
Unit 2	Introduction to Waste Management	
A	Basics of Waste Management	CO2
B	Understanding e-Waste Management	CO2
C	Media Coverage on waste management	CO2
Unit 3	Fundamentals of Sustainable Development	
A	Understanding Sustainable development and globalization	CO3
B	Contemporary Challenges and Environmental Issues	CO3
C	Case Studies	CO6
Unit 4	Environment and Climate change	
A	Discourse on Climate change and sustainable development	CO4
B	International agreements and climate change	CO4
C	Case Studies	CO6
Unit 5	Media Writing on Environment	
A	Introduction to Environment Journalism and Activism	CO5
B	Media Coverage and Environment	CO5
C	Case Studies	CO6
Text Book/s*	Environment Media And Communication by Anders Hansen, Taylor & Francis Ltd	
Other References	Essential Concepts of Environmental Communication An A-Z Guide by Pat Brereton, Routledge	