



3rd ALL INDIA MEDIA EDUCATORS CONFERENCE-2018

ON

"Power of Media and Technology: Shaping the Future"

July 6-7-8, 2018, Jaipur

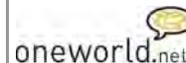
Jointly Organised By :

Centre for Mass Communication, University of Rajasthan, Jaipur
Department of Communication and Journalism, Gauhati University, Guwahati Assam
Lok Samvad Sansthan, Jaipur



Collaborative Partners

Radio Partner



February 1, 2018

Dear Sir/Madam

Greetings

It is our proud privilege to invite you to attend the Third All India Media Educators Conference-2018 from July 6-8,2018 in enchanting "Pink city"- Jaipur- a dream destination.

The broad theme is "**Power of Media and Technology: Shaping the Future**".

With the objective of providing a platform for academicians and research scholars to research, exchange and share experiences about all aspects of Media, Language and Literature, we are organizing an international level conference. The growing importance of media and its power to create perceptions is permeating all aspects of working, thinking and creativity. In this ever changing scenario, where on the one hand communication is shrinking distances and pushing us towards changed values, virtual world etc, on the other hand, it is also eroding or changing the narratives, values and our culture. It is high time that these issues were examined and deliberated upon.

The three days' conference is a collaboratively designed unique and innovative event and is being hosted by the leading University of Rajasthan through the Centre for Mass Communication Gauhati University through Dept. of Communication and Journalism and Jaipur based NGO-Lok Samvad Sansthan with the support from UNICEF-Rajasthan, Indian Institute of Mass Communication (IIMC), Apeejay Institute of Mass Communication, Pearl Academy, Commonwealth Education Media Centre for Asia (CEMCA), One World Foundation India, Thirdpole Project of Internews and Inclusive Media for Change. With these highly known media institutions' support, the Conference wishes to provide an excellent forum to share their expertise and experiences with the changing information and communication technologies, exchange and share experiences about all aspects of Media, Language and Literature, and we hope that this conference will be recognized at an international level.

Media Education in India has grown substantially and it is imperative that teachers, students and professionals have a source of such conference to look up to develop ways through which the media profession may scale new heights. The conference is aimed at speeding up the capacity building process in order to facilitate media advocacy for socially excluded communities with the focus on positive transformation through value based media.

We look forward to welcoming you. We will do our best to provide each of you with the rich academic and cultural experience with lifetime memories of your visit to the "PINKCITY"- which is a symbol of fusion of antiquity and modernity and the most dynamic and vibrant metropolis in India, known equally for its long fascinating history, architecture, culture and heritage.



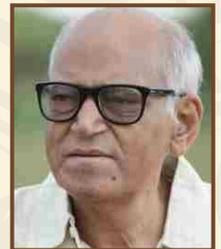
Prof. Sanjeev Bhanawat

Conference Chairman
Head, CMC, University of Rajasthan, Jaipur
bhanawat.sanjeev@gmail.com
Cell : 9414073466



Dr Ankuran Dutta

Conference Co-Chairman,
Head, Dept. of Communication & Journalism
Gauhati University, Guwahati, Assam
adutta@gauhati.ac.in | Cell: 9910115696



Kalyan Singh Kothari

Conference Organizing Secretary
Secretary-Lok Samvad Sansthan, Jaipur
loksamvadsansthan@gmail.com
Cell : 9414047744

O R G A N I Z E R S



CMC, University of Rajasthan, Jaipur

University of Rajasthan is a public and State University, situated in the heart of Jaipur. Established in 1947 as a multi-faculty University, UGC has awarded the University with A grade and recognised the University amongst the top 10 Indian Universities with Potential for Excellence in 2012. The Centre for Mass Communication was established in 1990. Presently under the leadership of Prof and Head- Dr. Sanjeev Bhanawat, the Centre has made appreciable head way. The CMC is running master's degree programme in Journalism and Communication, Electronic Media and PR and Advertisements. Nearly 1000 students have studied and a large number of them are working in different sphere of the media. Wide ranging subject specified conferences, seminars, workshops and discussions have been organized. An ambitious publication programme has been taken up, in which presently a series of 14 books covering a wide range of media related topics have been published. Centre has a well equipped TV Studio and a good library of 8000+ books. For the last 3 years (2015 -2017), CMC Under the joint collaborative partnership with UNICEF-Rajasthan is working on strengthening Development Journalism in Indian Universities and working on its way forward.



Gauhati University, Guwahati, Assam

The 50 year old Department of Communication and Journalism, Gauhati University, that was established in the year 1967, has a glorious past and has been a part of all the major social and cultural changes in the region. The first of its kind in the north eastern region and one of the first ten university department is providing media education in the country, the department that began as a provider of diploma in media education has extended its role in providing degree in graduation as well as masters, M Phil and PhD degrees. This has led the department to produce some of the best human resources in the media as well as social sector. The department has the vision to be the centre of all media skill development in South East Asia in the years to come and has a very ambitious plan lined up for its all round growth.



Lok Samvad Sansthan, Jaipur

Lok Samvad Sansthan (LSS) is an NGO working for the last 14 years in strengthening the communication resources of development sector and promoting dimension of professional orientation in the field of Advocacy, Communication and Media. LSS has been working on a large number of Government, Non-Government, Corporate and international organization assignments, which are addressing various social development/public issues, policies and programmes, projects dealing with human development. Lok Samvad Sansthan through Kalyan Singh Kothari is actively working with CMC-UNICEF joint project on "Development Journalism-Way Forward". Since 2015.

Patrons of the Conference



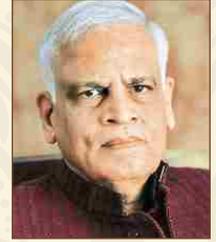
Prof. R. K. Kothari
Vice Chancellor
University of Rajasthan



Dr Mridul Hazarika
Vice Chancellor
Gauhati University,
Guwahati, Assam



Shri K. G. Suresh
Director General
Indian Institute of Mass Communication, New Delhi
(Ministry of Information and Broadcasting, Govt of India)



Prof. K B Kothari
Chairman
Lok Samvad Sansthan
Jaipur

Organizing Committee



Prof. Sanjeev Bhanawat
Conference Chairman
Head, Centre for Mass Communication
University of Rajasthan, Jaipur



Shri Ashok Chaturvedi
Chief Editor
Amarjyoti News & Features Agency
Jaipur



Kalyan Singh Kothari
Conference Organizing Secretary
Secretary-Lok Samvad Sansthan, Jaipur



Ms. Lata Suresh
Head, Knowledge Resource Centre
Indian Institute of Corporate Affairs
Manesar



Dr Ankuran Dutta
Conference Co-Chairman,
Head, Dept of Communication & Journalism
Gauhati University, Guwahati, Assam



Shri Kuldeep Kothari
Secretary,
Rupayan Sansthan
Jodhpur



Dr. Rajan Mahan
Professor
CMC, UOR, Jaipur



Dr. Manoj Kumar Lodha
Associate Professor
CMC, UOR, Jaipur



Dr. Ajay Kumar Singh
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CMC, UOR, Jaipur



Dr. Anil Mishra
Assistant Professor
CMC, UOR, Jaipur



Ms. Garima Shree
Assistant Professor
CMC, UOR, Jaipur



Sh. Ratan Singh Shekhawat
Assistant Professor
CMC, UOR, Jaipur



Dr. Richa Yadav
Assistant Professor
CMC, UOR, Jaipur



Ms. Shalini Joshi
Assistant Professor
CMC, UOR, Jaipur



Dr. Chadan K Goswami
Assistant Professor
DCJ, GU, Assam



Dr. Bharti Bharvali
Assistant Professor
GU, Assam



Ms. Anupa Lakhari Goswami
Assistant Professor
GU, Assam



Dr. Smiti Padhi
Assistant Professor
SGSU, Ahmedabad



COLLABORATIVE PARTNERS



Isabelle Bardem Sévède
Chief, UNICEF
Rajasthan Field Office

UNICEF works across 190 countries and territories, to reach the world's most disadvantaged children. It works for every child, everywhere, to build a better world for everyone. In India, UNICEF is fully committed to working with the Government, academic and research institutes civil society organizations, corporate sector and the media. UNICEF India strives to ensure that each child born in this country gets the best start in life, thrives and develops to his or her full potential. In Rajasthan too, as across India, UNICEF recognizes that the health, hygiene, nutrition, education, protection and social development of children are rights that ensure their survival, growth, development, protection and participation as enshrined in the United Nations Conventions on the Rights of the Child (UNCRC). Using the life cycle approach UNICEF reaches out to children through their stages of growth to ensure children not only survive, but thrive too.



K.G. Suresh
Director General

The Indian Institute of Mass Communication (IIMC), New Delhi, is one of India's prime autonomous institutions, under the Ministry of Information and Broadcasting. Established in 1965, IIMC is the premier institution for communication studies and training in India. The Institute is affiliated to Jawaharlal Nehru University.



IIMC teaches a variety of disciplines, including print journalism, photo journalism, radio journalism, television journalism, development communication, communication research, advertising and public relations. It also offers Diploma Course in Development Journalism for non-aligned and developing countries. The institute also conducts each year a number of specialized short-term courses to meet the training needs of media personnel working in government and public sector organizations.

The institute has five regional centres at Aizawl (Mizoram), Amravati (Maharashtra), Dhenkanal (Odisha), Jammu (J&K) and Kottayam (Kerala).



Prof Ashok Ogra
Director

AIMC was set up in 2003 to cater to the growing demands of students interested in pursuing career in Broadcast Journalism, Advertising, PR/Corporate Communication, Event Management, Social Media, Bollywood and also acquiring necessary skills in News Anchoring, Electronic Cinematography and Video Editing.



AIMC has been celebrating Excellent Placement in Top Media Companies & Committed to Media Education for the last 14+ years.



Dr. Shahid Rasool
Director

Commonwealth Educational Media Centre for Asia (CEMCA) is an Educational Media Centre for promoting media enabled learning for sustainable development, among the Asian Countries, of the Commonwealth. The Commonwealth of Learning (COL), Vancouver, Canada, established CEMCA in 1994 as an international agency to promote the meaningful, relevant and appropriate use of educational media to serve the educational and training needs of Commonwealth member states of Asia which are Bangladesh, Brunei Darussalam, India, Malaysia, Pakistan, Singapore & Sri Lanka. CEMCA has been working to empower local communities to engage in learning for sustainable development through capacity building for operations of Community Radios, and ensuring quality of CR operations in Commonwealth Asia.



COLLABORATIVE PARTNERS



Pearl Academy, India's leading institution in design, fashion, business and media, has been a catalyst for success of the students across creative industries for over two decades. With a legacy of 25 years, Pearl Academy offers over 30 uniquely designed under-graduate, post-graduate and professional development pathways & through its campuses in Delhi, Noida, Jaipur and Mumbai. Its reputation of preparing 'Industry ready' professionals has been recognized by leading fashion, retail, design and media brands. School of Media, Pearl Academy, is the youngest school focusing on fashion communication, journalism, entertainment and brand communication at UG and PG levels.

It is headed by Prof Ujjwal K Chowdhury, the former Dean of Symbiosis, Amity and Whistling Woods International.



Prof Ujjwal K Chowdhury
School Head



OneWorld Foundation of India and its network of centres in 10 plus countries is harness the democratic potential of the Information and Communication Technologies (ICTs) to promote social and sustainable development. Its work is backed by rigorous research. The network generates and disseminates development content to audiences worldwide

on a gamut of local and global issues – from grassroots voices to government policies to international policy deliberations.



Rajeev Tikoo
Director



The Third Pole Project is a multilingual platform dedicated to promoting information and discussions and supporting media coverage.

Launched in 2007 as a partnership with the benchmark environmental news website chinadialogue, the Third Pole supports media coverage of climate and ecological issues in the Himalayas by promoting regional cooperation, media capacity building and the publication of balanced, unbiased, rigorously researched news and feature stories in South Asia and is led out of New Delhi by director Joydeep Gupta with support from colleagues and networks in China, Pakistan, Bangladesh, Nepal, Bhutan, the UK and the US.



Prof Joydeep Gupta
Director



Inclusive Media for Change have media persons, researchers and development thinkers, are trying to create a clearing house of information on India's marginalized to generate meaningful debates and sharper media coverage. The Inclusive Media for Change started with an incubation grant from the Ford Foundation and was later supported mainly by the UNDP. The Inclusive Media for Change run a web-based resource centre, (www.im4change.org), conduct media research and hold capacity-building workshops for rural reporters and civil society activists. While the media research, the organisation undertakes is wide-ranging, the workshops are aimed at improving media's understanding about democracy, development and inclusion.



Vipul Mudgal
Director



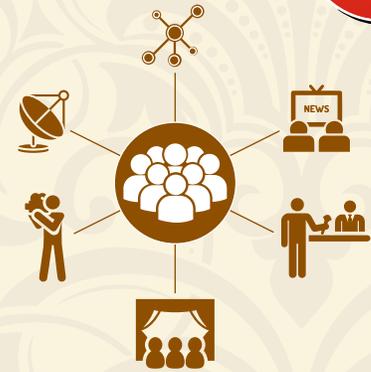


The Broad Theme

Power of Media and Technology: Shaping the Future

Sub-Themes

- ◆ Communication and Multi-Media Campaigns
- ◆ Communication Technology and Digital Media
- ◆ Folk Media, Contemporary Theatre and Performance
- ◆ Cinema and Entertainment Studies
- ◆ Radio-TV Journalism
- ◆ Social Media and Cultural Concern
- ◆ Cyber World - Security Issue and Regulations
- ◆ Media, Climate Change and Environmental Studies
- ◆ Media Ethics (Copyright and Intellectual Property)
- ◆ Media, Information and Communication Literacy
- ◆ Information Technology: A Challenge to Communication
- ◆ Role of Media/ Technology in addressing Violence against Women, Youth and Children
- ◆ Emerging Media Technology and its Impact on Media Content and Presentation
- ◆ Role of Media in Sustainable Development Goals (SDG) Achievement and Challenges



CALL FOR SUBMISSION OF ABSTRACTS

Papers-Abstracts may be sent by e-mail to mediaeducators2018@gmail.com

Last Date of Form Submission : May 15, 2018

Last Date of Full Paper Submission : May 30, 2018



The Scholars are requested to contribute papers on above mentioned themes and related topics. The full length paper should be of 3000-5000 words. The abstract of 250-300 words (In English font : Times New Roman, Font Size 12) In Hindi font : (Devlys10, Fonts Size : 14) should be submitted through E-mail attachment in MSWord with the following details.

Title of Paper :

Author's Name :

University/ Institute :

Postal Address :

E Mail/Mobile Number :



Participants - Who can attend?



- ◆ Media Educators/Communication Professionals.
- ◆ Public communicators including social, health activists and public relations professionals.
- ◆ Representatives from newspapers, TV Channels, Radio Stations, Film/TV, web and blog content writers
- ◆ University Students/Researchers from mass communication, journalism, film public relations, advertising and media studies.
- ◆ Representatives of various media and publishing houses, Corporate Communicators, Government/multinational PR Professional including Public Information professionals, freelance journalists, academicians and representatives from civil society organizations/ Banking and other industries and all who are interested in media related issues.

**ENTRIES
are open**

**EARLY BIRD
DISCOUNT DEADLINE
March 30, 2018**

To avail the early bird
discount,
Register now and save
straight Rs. 500

Registration Fee



Media Educators / Teaching Faculty Members

Rs. 3000 (Without Accommodation)

Delegates from the
Corporate Sector

Rs. 4500 (With Accommodation)

Rs. 4500 (Without Accommodation)

Rs. 6000 (With Accommodation)

Research Scholars / Students

Rs. 2500 (Without Accommodation)

Rs. 3500 (With Accommodation)

Retired Educators / Media Professionals

Rs. 2000 (Without Accommodation)

Rs. 3500 (With Accommodation)

Spouses

Rs. 2500 (With Accommodation)

Rs. 1500 (Without Accommodation)

Post Conference Bonanza-

Last date of Registration-30th March, 2018. Registration amount (advance) Rs. 5000 (Balance amount on your arrival). Rajasthan Tour 9th-14th July 2018 AIMEC-2018 on wheels in Desi Style A 6 days tour of Rajasthan for Rs. 15,000 per person from July 9, 2018.

The trip includes visit to Pushkar, Ajmer, Ranakpur, Kumbhalgarh, Chittorgarh and Udaipur.

Payment of Fees

Pay by Cheque/ DD/Online Payment in favour of
"All India Media Educators Conference-
Lok Samvad Sansthan"- payable at Jaipur.

Bank Name	ICICI BANK
Address	Jawahar Nagar Branch, Jaipur
Account No.	675801700777
IFSC Code	ICIC0006758

AC Accommodation

Accommodation on sharing basis at :-
Arihant Vatika, Mohanbari,
Galta Road, Jaipur | Phone : 0141-2563884

Contact :
+91-9587584999
mediaeducators2018@gmail.com

Please send transfer detail by email once the payment is made at mediaeducators2018@gmail.com



Highlights of the Conference-2015 - 16

This third conference has a rich background of organizing the first All India Media educators Conference on "Role of Media in Positive Transformation in Society: Challenges and Opportunities" during April 2-4, 2015 and second conference on "Media Ethics and Responsibility: Need for Introspection" during April 22-24, 2016. 20 plus states, 250+ Delegates, 175 Abstracts, 60+ research Papers 55+ Media Luminaries, VCs of five Universities participated. Manipal University and Amity University were co-organisers.

Our website : WWW.AIMEC.IN contains more than 2000 photographs, a number of video clippings of plenary sessions, technical sessions, evening dinners, cultural programmes, exhibition of products, media coverage along with session reports..

Daily News bulletins "AIMEC-NEWS" published for 3 days were highly appreciated.

www.aimec.in

2015 -16 GLIMPSES



2018 HIGHLIGHTS

★
1 Media Students & practitioners are invited to send in **2 minute video story** on the conference themes for award winning competition.

★
2 **Media Quiz Competition and Awards**

★
3 **Post Conference Bonanza- Rajasthan Tour 9th-14th July 2018 AIMEC-2018 on wheels in Desi Style**

★
4 Awards and medals to winners for **best paper presentation, quiz competition etc.**

★
5 Publication opportunities in the UGC recognized journal- "**Communication Today**".

★
6 Live Performances/dialogue of **Rajasthani folk music** and dances dedicated to the memory of Late Padma Bhushan **KOMAL KOTHARI**



Sponsorship/Advertisement opportunities



The Conference is an event that will bring a cross section of people belonging to government, business houses, educators, brand marketers and varied class of consumers of knowledge and information. We plan to showcase brands and key sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media based activities. A mega event of this magnitude can be successful only when esteemed organizations extend their liberal support. We hope that as a sponsor or advertiser for souvenir, you will be a great encouragement for media professionals in the making.

Premium Sponsor: 5 Lakh Rupees

Our Premium sponsor enjoys the highest level of promotions and value that this conference has to offer. The brand of the Premium sponsor is included in the name and logo of the conference, as well as represented in all advertising, social media and promotional materials.

Other benefits include :

One sponsored session

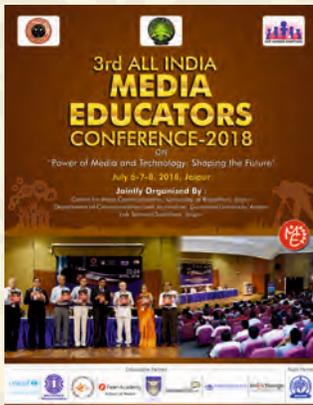
One full page advertisement in the souvenir

Four Complimentary Registrations

Sponsorship in the form of Dinner/Lunch for tentative 250 delegates @ Rs.800	: Rs. 1,75,000.00
Sponsors - Conference Bag, Pen Drive-8 GB, NoteBook, Pen (Qty: 250 Set) @ Rs.1000	: Rs. 2,50,000.00
Exhibition space at the conference	: Rs. 50,000.00



Souvenir Advertisement



As supporting agencies/partners, we request you to kindly consider advertisement support through the multicolour souvenir, published on this occasion.

The multi colour souvenir will be published in 8"x11" size, containing abstracts/ useful information related to media fraternity, with 1500 copies, which will be circulated among educational institutions and media related professionals/ industrial groups/universities.

We plan to showcase brands and key sponsors prominently and strategically to catch eyeballs through a wide range of venue branding and media based activities.

Double spread (central and cover)	: Rs. 2,00,000.00
Inside cover, inside back and back page	: Rs. 1,50,000.00
Special coloured page	: Rs. 1,00,000.00
Full page	: Rs. 50,000.00
Banner Display in the Conference Hall	: Rs. 20,000.00

Note: All India Media Educators Conference- Lok Samvad Sansthan is exempted in Income tax Act. 1961 U/s 80G and 12A(A)



Jaipur

THE PINK CITY

Beautiful capital of Rajasthan, Jaipur founded by Maharaja Sawai Jai Singh II in 1727 AD was the stronghold of a clan of rulers whose three hill forts and series of palaces are important attractions. It is popularly known as the Pink City with broad avenues and spacious gardens, very well steeped in history and culture. Here the past comes alive in magnificent forts and palaces. The bustling bazaars of Jaipur, famous for jewellery, fabrics and nagra shoes, possess a timeless quality and are surely a treasure-trove for the shoppers. This fascinating city with its romantic charm takes you to an epoch of royalty and tradition.

Contact for Information & other details :

Prof. Sanjeev Bhanawat (Conference Chairman) M. : 9414073466
Kalyan Singh Kothari (Organizing Secretary) M. : +91 94140 47744 | 95875 84999
Conference Secretariat : Head, Centre for Mass Communication, University of Rajasthan, Jaipur
C-302, Ashadeep Green Avenue Apartment, Jagatpura, Jaipur-302025 (Rajasthan)
Phone : +91 141 2973306 / 2654543 | E-mail : mediaeducators2018@gmail.com
Website : www.aimec.com | [f](https://www.facebook.com/allindiamediaedu/) /allindiamediaedu/



REGISTRATION FORM

"Power of Media and Technology:
Shaping the Future "

3rd ALL INDIA
**MEDIA
EDUCATORS**
CONFERENCE-2018
July 6-7-8, 2018, Jaipur

AFFIX YOUR
RECENT
PASSPORT
PHOTO
HERE

NAME : (In Block Letters)

Prof/Dr/Mr/Ms

Designation : Date of Birth:

Department/College/University/Institution :

.....

CONTACT INFORMATION

Tel: (STD Code) Office: Res.:

Mobile : Email :

Mailing Address :

.....

Name Spouse (if participating) :

(The Registration includes Conference Kit, Publications, Entry to all meals/evening receptions/cultural programmes from July 6-8, 2018)

Do you require accommodation, twin sharing basis (please check the box) : Yes No

Date of Arrival : Date of Departure :

Place : Date :

To avail the early bird discount,
Register now and save Straight Rs 500

ENTRIES
are open

EARLY BIRD DISCOUNT DEADLINE
March 30, 2018

Signature

REGISTRATION FEE :

Media Educators / Teaching Faculty Members	Rs. 3000 (Without Accommodation)	<input type="checkbox"/>
	Rs. 4500 (With Accommodation)	<input type="checkbox"/>
Delegates from the Corporate Sector	Rs. 4500 (Without Accommodation)	<input type="checkbox"/>
	Rs. 6000 (With Accommodation)	<input type="checkbox"/>
Research Scholars / Students	Rs. 2500 (Without Accommodation)	<input type="checkbox"/>
	Rs. 3500 (With Accommodation)	<input type="checkbox"/>
Retired Media Professionals	Rs. 2000 (Without Accommodation)	<input type="checkbox"/>
	Rs. 3500 (With Accommodation)	<input type="checkbox"/>
Spouses	Rs. 2500 (With Accommodation)	<input type="checkbox"/>
	Rs. 1500 (Without Accommodation)	<input type="checkbox"/>

Please the appropriate box

Payment of Fees: Pay by Cheque/ DD/Online Payment in favour of

"All India Media Educators Conference-Lok Samvad Sansthan", payable at Jaipur.

A/c No.: 675801700777 Bank : ICICI Bank Ltd., Jawahar Nagar, Jaipur | RTGS/NFT/IFSC Code: ICIC0006758

Contact for information & other details : Prof. Sanjeev Bhanawat -M. : 9414073466 / Kalyan Singh Kothari - M. : +91 94140 47744 | 95875 84999

E-mail : mediaeducators2018@gmail.com | Website : www.aimec.com | /allindiamediaedu/

Collaborative Partners

Radio Partner