

22-24
APRIL 2016

ALL INDIA
MEDIA
EDUCATORS
CONFERENCE

Media Ethics and Responsibility
Need for Introspection

VENUE: Amity University, Jaipur

ORGANIZERS



**Centre for Mass
Communication**



AMITY SCHOOL of COMMUNICATION
AMITY UNIVERSITY RAJASTHAN



LOK SAMVAD SANSTHAN





ALL INDIA MEDIA EDUCATORS CONFERENCE

Dear all,

It is our proud privilege to invite you for registration to attend Second All India Media Educators Conference 2016 to be held from April 22-24, 2016 in the enchanting "Pinkcity" Jaipur-a dream destination.

The three days conference is a collaboratively designed event, is being hosted in Jaipur by Combination of the leading universities and NGO's from Rajasthan and Madhya Pradesh from April 22-24, 2016. The event wishes to bring Media Educators, Practitioners to discuss and share their expertise and experiences. All India Media Educators conference will provide excellent forum for sharing knowledge and results in Media education and technology.

The aim of the Conference is to provide a platform to the media educators, researchers and practitioners across the country from both academic as well as practical field to share cutting edge development

The broad theme of the conference is "Media Ethics and Responsibility : Need for introspection". Under the joint partnership, we seek 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. The conference aims at exposing the media fraternity to the explore ways in which one can bring value to them, either professionally or personally, and exchange useful information. The conference intends to promote high standards in media field by way of extending opportunities to the academicians, students and working professionals by providing a forum for sharing their knowledge, experiences, innovations and best practices with special focus on themes of the conference. The conference will prove to be an exciting and rewarding experience for all professionals in the field. Eminent personalities from the media profession are expected to participate as keynote speakers, chair or address sessions. We are honoured to hold this event in Jaipur, which is the most dynamic and vibrant metropolises in India, known equally for its long fascinating history, architecture, culture and heritage.

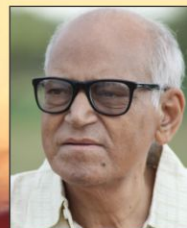
We look forward to welcome you to Jaipur and provide each one of you with the rich academic and cultural experience, with lifetime memories of your visit to the "Pick City"-a fusion of antiquity and modernity.



Prof. Sanjeev Bhanawat
Conference Chairman



Prof. Manish Verma
Conference Co-Chairman



Kalyan Singh Kothari
Organizing Secretary



Prof. Kamal Dixit
National Convener

The Broad Theme of the Conference



Media Ethics and Responsibility: Need for Introspection

The featured topics include :

- Media Ethics & coverage of communal tension, Corruption, Portrayal of Women and Children etc.
- Media's commitment towards advocacy and sensitization on CSR initiative and impact on the well being of people
- Promoting gender equality, empowering women, ending gender violence: challenges
- Media education emerging challenges and opportunity
- Role of Media in awareness for Disaster Management
- Way towards Development Journalism: social concern
- How media can support the challenge through awareness to prevent death due to malnutrition of children under 5 years of age
- Role of Traditional Media for Information, Education & Communication
- How digital media has changed language, information access, consumer behavior and communication pattern
- Role of Social Media and cultural concern
- Reporting on children-Govt. of Rajasthan guidelines on the role and responsibility of Media

**CALL FOR SUBMISSION
OF ABSTRACTS**

Abstracts of papers may be sent by email to mediaeducators2016@gmail.com upto 10th April 2016

Highlights of the Conference:

- More than 300 delegates from all over the country are expected to participate in the conference
- Distinguished VIP's including number of Media luminaries and eminent corporate communicators would grace various sessions
- Opportunity for publication of best papers in "Communication Today"- A bilingual Media Quarterly.
- Live performances of Rajasthani Folk music & dances- Rupayan Sansthan, Jodhpur
- Newsletter of Daily Proceedings during conference will be published same day
- Media Literacy Quiz during conference
- Theme based abstracts papers will be presented



Participants - Who can attend ?



- Representatives of various media and publishing houses, media groups, universities, faculty members/students from media fraternity/research scholars, web/blog content writers and Government PR and multinational PR professionals, academicians and representatives from civil society organizations/Banking industry.
- University and college teachers of mass communication, journalism and public relations and related field.
- Other university and college teachers who are interested in media related issues.



REGISTRATION FEE :

Media Educators / Teaching Faculty Members	Rs. 2000 (Without Accommodation) Rs. 3000 (With Accommodation)
Delegates from the Corporate Sector	Rs. 3500 (Without Accommodation) Rs. 4500 (With Accommodation)
Research Scholars / Students- Journalism & Mass Communication, Advertising / Electronic Media & PR	Rs. 1500 (Without Accommodation) Rs. 2000 (With Accommodation)
Retired Media Professionals	Rs. 1500 (Without Accommodation) Rs. 2500 (With Accommodation)
Spouses	Rs. 1500 (With Accommodation)

Payment of Fees

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

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

Accommodation

Accommodation on twin sharing basis at:
AMITY UNIVERSITY,
Amity Education Valley,
Kant Kalwar, NH-11C, Jaipur-Delhi
Highway, Jaipur, Rajasthan 303007

Contact:
Dr. Ruchi Singh Gaur
Mobile : 07838624124
email : rsgaur@jpr.amity.edu

Please send transfer reports by email once the payment is made at mediaeducators2016@gmail.com

All India Media Educators Conference 2016



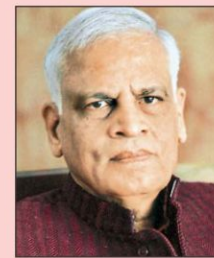
Patrons of the Conference:



Shri J.P. Singhal
Vice Chancellor,
University of Rajasthan,
Jaipur



Prof. S. K. Dube
Vice Chancellor,
Amity University
Jaipur



Prof. Kul Bhushan Kothari
Chairman,
Lok Samvad Sansthan
Jaipur

Co Patrons of the Conference:



Prof. S.L. Kothari
Pro Vice Chancellor,
Amity University,
Jaipur



Shri N.K. Singh
Chairperson,
Society of Media
Initiative of Value,
Indore

Organizers:



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Kalyan Singh Kothari
Conference Organizing Secretary
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Ms Jayati M Sharma
Conference Convener
Assistant Professor
Amity University
Jaipur

Organizing Committee



Shri Manoj Lodha
Associate Professor,
Haridev Joshi University of Journalism
and Mass Communication, Jaipur



Shri Ashok Chaturvedi
Gen Secretary,
Association of Small & Medium
Newspapers of India



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



Shri Shyam Mathur
Senior Journalist
Jaipur



Shri Kuldeep Kothari
Secretary,
Rupayan Sansthan
Jodhpur



Ms. Smiti Padhi
Asst. Professor, Journalism
The IIS University
Jaipur

Sponsorship / Advertisement Opportunities



A mega event of this magnitude can be successful only when esteemed organizations extend their liberal support.

As supporting agencies/partner sponsorship-we will make brand prominent in our publications, website and throughout the event through wide range of media based activities:

Sponsorship Amount... Rs 5,00,000.00, which includes:

Offers for Supporting Agencies:

- One sponsored session-
- One full page advertisement in the souvenir
- Company/Organization's logo and name prominently placed on Backdrops, Standees and all other publicity materials
- Exhibition space at the conference venue
- Mention on website of Media Educators Conference and if required link with sponsors site
- Four Complementary delegate registrations.

www.aimec.in

Sponsorship in the form Dinner/lunch For tentative 350 delegates : **Rs. 1,75,000.00**

Sponsors - Conference Bag, Pendrive-8GB, Notebook, Pen (Quantity:350 set) **Rs. 1,50,000.00**

Exhibition space at the conference : **Rs. 1,00,000.00**

Souvenir Advertisement

The multi color souvenir will be around sixty pages (8"x11") containing useful information related to media fraternity, with 1500 copies, which will be circulated within education and media related industrial groups.



Double spread (central and cover)	:	Rs 2,00,000.00
Inside cover, inside back and back page	:	Rs 1,00,000.00
Special page	:	Rs 75,000.00
Full page	:	Rs 50,000.00
Half Page	:	Rs 30,000.00
Banner display in the conference Hall	:	Rs 15000.00
Bottom/Top Strip on all RHS pages	:	Rs 5000.00



Centre for Mass Communication University of Rajasthan

University Rajasthan is a public and state university and one of the oldest university in Rajasthan, located in Jaipur. 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. In 1991-92 under the self-financing scheme the Centre started a one year P.G. Diploma Course in Journalism. This was later converted to a one year bachelor degree course (BJMC) in 1992-93. From the academic session it has been replaced by a two year Master's degree program. So far, nearly 1000 students have studied and a large number of them are working in different sphere of the media. Eminent journalists and media persons have contributed their mite towards its growth in various ways. Wide ranging subject specified conferences, seminars, workshops and discussions have been organized. Major thrust areas in research are in print media, television and advertising. An ambitious publication program has been taken up, in which presently series of 14 books covering a wide range of media related topics have been published. Centre has well equipped TV Studio and a good library of 7000 + books.

O R G A N I Z E R S



AMITY SCHOOL of COMMUNICATION AMITY UNIVERSITY RAJASTHAN

Amity School of Communication (ASCo), Amity University Rajasthan-Jaipur has been established to nurture qualified and professionally trained students in the area of Television, Print, PR, Animation, Films and Advertising. The Objective of Amity School of Communication is to provide the students with a learning environment, which encourages them to think innovatively and translate the thoughts into productive actions. With world class infrastructure, state of the art TV Studio and contemporary professional trainings leading to excellent placements, ASCo endeavors' to hone the professional skills of students to a degree, which would set new benchmarks for the industry. ASCo Jaipur is one of the best Media Education Institutions in the country with more than 250 students in its UG & PG programs .ASCo provides its students with an excellent professional training and a regular industry interface. Each year ASCo students get placed in the renowned TV channels, Radio stations, Newspapers, Magazines, Advertising and PR agencies.



Society of Media Initiative of such media persons- to provide a platform for churning and helping in deciding on many such value based issues in which they have to decide their role for creating a value based society. The objectives of such persons and institutions joining the initiative is that they will engage themselves for working of the betterment of society and public teaching and motivation of the people for their future. This initiative was started in 2005, on the basis of culmination of 150 consultations and seminars. The measures for this work plan carried out through a monthly publication "Mulyanugat Media" an initiative of media persons for positive change. Under this campaign regular and continuous discussions are being undertaken amongst media fraternity dedicated for making value base society and organizations. The organization is headed by Mr. N.K. Singh, Gen Sec. Broadcasters Association of India. Prof. Kamal Dixit is working as founder National Convener of the organization.



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 large number of Government, Non-Government, Corporate and international organization's assignments, which are addressing various social development/public issues, policies and programs, projects dealing with human development. Several media workshops were organized and media content analysis and monitoring were also undertaken from the working field of te NGOs and newspapers. The executive board of LSS consists under the chairmanship of Prof. Kul Bhushan Kothari-Educationist, Prof. Ghanshyam Dhar, Meghraj Shrimali-PR expert, Mohun Agnani, Murli Changani. M R Singhvi-Doordarshan Editor (Retd.) and Kalyan Singh Kothari- Communication & Media Expert.

Jaipur

THE PINK CITY



Beautiful capital of Rajasthan, Jaipur founded by Maharaja Sawai Jai Singh II in 1927 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.

Conference Secretariat :

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Email : mediaeducators2016@gmail.com | www.aimec.in