



Indian
Communication
Congress



Indian Council of
Social Science Research

TUMKUR UNIVERSITY

DEPT. OF JOURNALISM & MASS COMMUNICATION

Dr. P. Sadananda Maiya Block, Tumkur University, B.H. Road, Tumkur-572103, Karnataka, India

<http://tumkuruniversity.ac.in/>

will organize

ICSSR, NEW DELHI - SPONSORED

Two-Day Multidisciplinary National Conference on

Viksit Bharat @2047: Digital Transformation and Media Convergence for Transforming India

in academic collaboration with

**INDIAN COMMUNICATION CONGRESS (ICC) &
KARNATAKA STATE JOURNALISM &
COMMUNICATION TEACHERS' ASSOCIATION**

&

imPRESSion-2024

Media Fest

**(Competitions for Undergraduate &
Postgraduate Students from Karnataka)**



**Sir M. Visvesvaraya Auditorium
Tumkur University**



19 & 20 July 2024



About Tumkur University

Tumkur University, a State University established in the year 2004, has gained significance as one of the young universities in the country and has been recognized as an institution of higher learning on par with high profile national institutions. Thirty postgraduate departments, two constituent colleges, eighty-seven affiliated colleges constitute the universe of Tumkur University. The ever-swelling academic profile of the University constantly witnesses the highly qualified faculty of the University who have been regularly publishing scientific and research papers in refereed international journals in addition to participating in conferences, workshops and other academic events. Tumkur University is known for its first-of-its-kind mid-day meal scheme in the country where about 1500 rural students are served with lunch everyday.

The University offers PhD programmes in eighteen PG departments. It has produced more than 450 PhDs so far. The research profile of the University includes research projects from various funding agencies such as Indian Space Research Organization, Department of Science and Technology, Science and Engineering Research Board, UGC, ICSSR, ICHR, and British Council. The university has set significant milestones in sports, cultural, literary and extension activities.

About Department of Journalism & Mass Communication

The Postgraduate Department of Journalism and Mass Communication is one of the youngest departments of Tumkur University, with a vision to cater to the needs of the everchanging media industry. It started offering MA in Journalism and Mass Communication course in 2018, and the students from its first four batches are already placed in reputed media houses across the State. Acquiring necessary infrastructure and attracting young talents at a faster rate, the Department of JMC has brought laurels to Tumkur University.

The curriculum of the Department is a fine blend of theory and practice that suits the requirements of the contemporary media world. Besides paying attention to the fundamentals of communication theory and media research, the Department focuses on the skills required for the print and electronic media, digital platforms, and the opportunities spread across advertising and corporate communication, graphic designing, filmmaking, event management, technical writing, and the like. The Dept. is equipped with a TV studio and an editing lab with necessary equipment and software. TUTV- the digital news bulletin and *Kalpataru Times*, the regular print bulletin, have been the platforms for the students to acquire the hands-on skills of the media industry.

About Tumkur

Tumkur is a city known for education, located 70 km away from Bangalore- the Capital City of Karnataka. Tumkur is popularly known as *Kalpataru Nadu* (the land of coconut trees), due to the abundance of coconut trees in the region. Tumkur hosts India's first mega food park, while it is also among the 100 smart cities being developed in India. Siddaganga Math, Devarayanadurga, Madhugiri Hills (the second largest monolith in entire Asia), Pavagada Fort, Gorvanahalli Mahalakshmi Temple, Mandaragiri, Markonahalli Dam- are some of the famous tourist places of Tumkur district.

Two-Day Multidisciplinary National Conference on Viksit Bharat @2047: Digital Transformation and Media Convergence for Transforming India

19 & 20 July 2024

Viksit Bharat@2047 is the vision of Government of India to make India a developed nation by 2047, the 100th year of its independence. The Prime Minister of India unveiled this ambitious concept at the culmination of last year. The vision encompasses various aspects of development, including economic growth, social progress, environmental sustainability, and good governance. As India stands at this crucial juncture, poised to take off on its growth trajectory, it is important to realise that tremendous dedication and belief in India's destiny, immense desire, potential, talent and capabilities of the Indians, especially the youth, coupled with steadfast leadership, is necessary to realise this potential.

Internet penetration in India is growing in a very high speed. The country has more than 82 crore active Internet users, constituting about 60 per cent of the total population, according to Internet India Report 2023. Interestingly, over half of them (44 crore) come from rural parts of the country. The male-female ratio among the active Internet ratio is almost equal (54:46). The statistics of the recent years too prove the velocity of internet expansion: the active internet users were 62 crore in 2020, 69 crore in 2021 and 75 crore in 2022. The speed in which internet is penetrating in India, is pointing at a significant aspect – India is witnessing a great digital transformation. It is also important to note that about 65 per cent of the Indian population is youth, who are below 35 years. This has made India “the youngest” country in the world, which has further fueled the digital transformation of India.

The idea of developed India requires bridging the digital divide by providing affordable internet access, devices, and digital literacy training to all. There is a need to strengthen tech-enabled learning to revolutionize education too. Viksit Bharat will utilize technology to personalize learning, enhance engagement, and make education accessible beyond classrooms. Bridging the digital divide is essential for equitable access to technology-enabled education also. The idea of developed India will also emphasize ethical considerations in technology education, promoting responsible online behavior and critical thinking skills.

The ideas of digital transformation and media convergence go hand-in-hand. Media convergence is a result of explosion in digital technology, and both of them have a key role in the realization of Viksit Bharat@2047. Media has a greater role to play in modern democracy. Mass media serve as change agents in society, and various studies have proved that they can bring in development by transforming minds. They cause political awareness and affect voting behavior of the people, thus playing a crucial role in participatory democracy. They can make administrators vigilant and fight against corruption, red-tapism, nepotism, etc. thus contributing to transparency. Media has greater impact on education, literature and culture too. With traditional media getting transformed into digital media, its responsibility towards transforming India has grown manifold.

Call for papers

We invite innovative unpublished papers with original research on the themes mentioned below, from research scholars, teachers, students and professionals from different disciplines ranging from Humanities, Social Sciences, Education, Law to Commerce & Management Studies.

- **Internet penetration in India**
- **Technology integration for digital transformation**
- **Digital transformation and media literacy**
- **Checking fake news in the digital world**
- **Media in Viksit Bharat @2047**
- **Digital media for Atmanirbhar Bharat**
- **Propaganda in digital world**
- **Threats of Artificial Intelligence (AI)**
- **Cyber security and data privacy**
- **Data driven decision-making**
- **Business management in digital world**
- **Role of customer in the digital world**
- **Bridging urban-rural divide**

- Trends and challenges in digital economy
- Human resource management in digital economy
- Sustainable model for digital media
- Digital media for sustainable development
- Future of traditional media
- Digital transformation and inclusive development
- Digital transformation and administrative reforms
- Language, culture and society in the digital world
- Innovation and new business models

The papers may also focus on any other themes relevant to the central idea. The abstracts and the papers will be scrutinized by a Review Committee. Only selected papers are expected to be presented at the conference. Plagiarism in any form will not be tolerated.

Submission guidelines

The papers should be typed in MS Word with Times New Roman font, 12 pt size, and 1.5 line spacing, 1 inch margin on all sides. The abstract should be of 250 words, and the full paper should be in between 3000-4000 words. The submissions should strictly adhere to the latest edition of the APA style. The full paper should follow the following order: title, name/s of author/s and their institutional affiliation/s, abstract, keywords, and the full text. Abstracts should be submitted to journalismtut@gmail.com on or before **June 20, 2024**.

Publication of the proceedings

The selected papers will be published in an edited book with ISBN, following the conference.

Important dates

Last date to submit abstracts	-	25-06-2024
Intimation on the selection of abstracts	-	26-06-2024
Last date to submit the full paper	-	15-07-2024
Deadline for registration	-	16-07-2024
Conference dates	-	19 & 20 July 2024

Registration details

Faculty members/ professionals	-	Rs. 1500-00
Research scholars	-	Rs. 1000-00

Papers with multiple authors should register separately. All registered delegates and paper presenters will be issued certificates.

The registration fee can be paid to the following account, and the transaction details should be shared with the Organizing Secretary.

Name of the account holder: The Finance Officer, Tumkur University, Tumkur

Account number: 64081416021

Bank: State Bank of India

Branch: Tumkur University

IFSC: SBIN0040850

Travel and accommodation

No travel allowance will be given to the paper presenters/delegates. If you need accommodation, we can suggest lodging facilities in Tumkur with fair expenses. The student participants of media fest will be provided accommodation free of cost.



imPRESSion-2024:

The Media Fest

imPRESSion-2024 will be a forum for undergraduate and postgraduate students to showcase their skills and talent. Different competitions will be conducted, and each competition will have three prizes. There will be a special trophy for overall champions too. Some general guidelines for the participants of imPRESSion-2024 are:

1. This will be a simultaneous event, along with the national conference on 19-20 July 2024.
2. The competitions are open for UG and PG students from Karnataka.
3. The competitions are not restricted to Journalism students. Students from different disciplines (Arts, Commerce and Science) can participate.
4. The participants can use both Kannada and English languages without any hesitation.
5. One student can participate in a maximum of three competitions.
6. One member or team from one college/department per competition.
7. A specific event will be conducted only if it gets at least 3 entries. Otherwise, the event will be cancelled.
8. Each participant should pay a registration fee of Rs. 100-00 per event.
9. There will be cultural evening on July 19, and participants can present their performances provided they inform well in advance.
10. Accommodation will be arranged for the participants, on prior request.
11. Food will be provided to the participants on both the days.



There will be attractive cash prizes too!!

EVENTS TO BE HELD



INDIVIDUAL EVENTS:

1. On-the-Scene (News reporting)



- The participants are required to prepare a report on the inaugural function of the National Conference.
- The report should be written within 300 words.
- One hour will be given to prepare the report.

2. Lights, Camera & News (News presentation)



- The participants are required to prepare and present a TV bulletin of 3-5 minutes.
- 30 minutes will be provided to prepare the script.
- The news items will be supplied.

3. The Chatterbox (Radio Jockey)



- Each participant will be given 3 minutes.
- Topic will be given on the spot.

4. **Picture Perfect** (Spot photography)



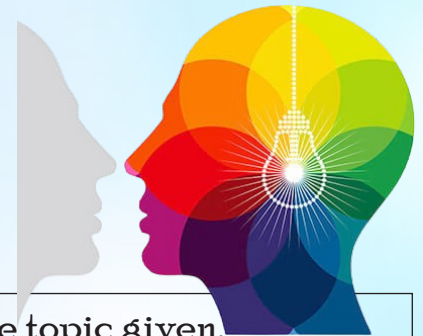
- The participants are required to submit two photographs on the topic given.
- Topic will be given on the spot.
- The participants will be given 45 minutes time.
- They can use either camera or mobile phone.

5. **Wordplay** (Feature writing)



- The participants are required to write a feature on the topic given.
- Topic will be given during registration.
- One hour will be given to write the feature.
- The feature should be within 600 words.

6. **Creative Blend** (Poster designing)



- The participants are required to produce a poster on the topic given.
- The topic will be given during the registration.
- The posters can be designed using water colors or collage. In case collage, newspapers/ magazines will be supplied.
- Drawing sheets will be supplied. The participants should bring water colors, if they want to use them.

7. **Yours Truly** (PTC: Piece-to-Camera)



- The participants are required to give a PTC for 1 minute.
- Topic will be given on the spot.

GROUP EVENTS

1. Snap Story (Short movie)



- This will be a pre-event.
- The participants are required to send a short movie of a maximum of **3 minutes** on the topic: **'Digital Life'**.
- Three members will make a team.
- The movies should be mailed to journalismtut@gmail.com on or before **15-07-2024**.

2. Quizological (Quiz competition)



- Two members will make a team.
- There will be a preliminary round (written), and the main quiz.
- Four teams will be selected for the main quiz.
- The quiz will be on general knowledge, current affairs and mass media.

3. Swift Boost (Instant advertising)



- Each team should be of **3-5** members.
- The teams are required to present an advertisement skit on the topic given.
- The duration will be one minute.
- Topic will be given during registration.

4. Ceasefire (Debate)



- Two members from one college/department.
- One member is required to speak for the topic and another one, against it.
- Prizes will be judged for the team.
- Topics will be given during the registration.



STUDENT CONVENERS



The participants may contact the following student conveners for registration and any additional information:



Sanjay H. N.	8150031954
Thanushree B. R.	8971431486
Akilandeshwari J.	9353622419
Santhosha H. D.	9108536448
Sindhur Gowda N. R.	6362772534
Supritha S. K.	8088133834

Chief patrons

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Hon'ble Vice Chancellor, Tumkur University
Smt. Nahida Zam Zam, KAS
The Registrar, Tumkur University

Advisors

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Mass Communication, Visva - Bharati,
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& Communication Teachers' Association &
Vice Chancellor, Bangalore North University

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Smt. Manojakumari B.	-	7406449797
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The Organizing Secretary

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