PROGRAMME
Day 1 (Friday, 4th February 2011)

09:30 am – 10:00 am  Registration of Delegates
10:00 am – 11:15 am  Inaugural Session

Chair: Mrs. Nirmala Gupta
Chairperson, Governing Body Shyam Lal College,
University of Delhi

- **Welcome Address** by Dr. G. P. Agarwal
  Principal, Shyam Lal College (Eve.)
- **Lighting of the Lamp and Inauguration**
- **Address** by the **Chief Guest**
  Prof. Dinesh Singh
  Hon’ble Vice Chancellor, University of Delhi
- **Key Note address** by Prof. Achyutanand Mishra,
  Former Vice-Chancellor, Makhan Lal Chaturvedi
  Rashtriya Patrakarita Vishwavidyalaya, Bhopal
- **Address** by Chairperson, Mrs. Nirmala Gupta
- **Vote of Thanks** by Dr. Harish Khanna
  Coordinator, Department of Hindi,
  Shyam Lal College (Eve.)

11:15 am – 11:30 am  High Tea
11:30 am – 1:00 pm  PANEL DISCUSSION

  - Sh. Anurag Chaturvedi, Senior Journalist
  - Sh. Qurban Ali, Journalist, Electronic Media
  - Sh. Arvind Mohan, Executive Editor, Amar Ujala
  - Dr. Vartika Nanda, Department of Journalism, Lady
    Sri Ram College, New Delhi

1:00 pm – 2:00 pm  Lunch

2:00 pm – 3:15 pm  TECHNICAL SESSION – I

Chair: Prof. Harish Trivedi, Department of English,
University of Delhi

- **Ms. Jaya Kritika Ojha**

  Dr. Binod Mishra, Department of Humanities and
  Social Sciences, Indian Institute of Technology,
  Roorkee, Uttarakhand
  **Topic:** - Traditional Folk Media for Rural Development:
  A Case Study of URMUL Gavaniyar (A Traditional
  Media Group) in Thar Desert of Rajasthan
• **Ms. Sweta Singh**, Assistant Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, Delhi  
  **Topic:** - New media’s impact on journalism in India with special reference to ‘Radiagate’.

• **Ms. Ruchi Lal**, Assistant Professor, Amity Law School, Amity University, Noida, Uttar Pradesh  
  **Topic:** - Trial by Media: A Human Rights Perspective

• **Ms. Pooja Akshay**

  **Dr. Sarita Anand**, Associate Professor, Dept. of Development Communication & Extn., Lady Irwin College, University of Delhi  
  **Topic:** - Women in Violent homes: Reflections in Media

• **Dr. Reenu Gupta**, Assistant Professor, Department of Hindi, Shyam Lal College (Eve), University of Delhi  
  **Topic:** -

  03:15 pm – 03:30 pm  
  **Tea Break**

  3:30 pm – 5:00 pm  
  **TECHNICAL SESSION – II**

  **Chair:** **Prof. Satya Mitra Dubey**  
  Former Vice-Chancellor, Dibrugarh University, Assam

• **Jyoti Ranjan Sahoo**, Project Consultant, National University of Educational Planning and Administration (NUEPA), (MHRD, GOI), Delhi  
  **Topic:** - Marginalised and Media: A Socio-Anthropological Analysis

• **Sh. Adhrit Chandra Pati Tripathi**, Research Scholar, Department of Mass Communication and Journalism, Babasaheb Bhimrao Ambedkar University, Lucknow  
  **Topic:** - Role of the Media in Democratic Governance: The Indian Experience

• **Ms. Sresha Yadav**, Research Scholar, Department of Humanities & Social Sciences Studies, Indian Institute of Technology, Roorkee  
  **Dr. Smita Jha**, Assistant Professor, Department of Humanities & Social Sciences Studies, Indian Institute of Technology, Roorkee  
  **Topic:** - Reshaping Mind and Behaviour: Media and its Impacts
• **Pooja Singh**, Assistant Professor, IIMT, School Of Law, GGSIPU, Delhi.  
**Vivek Bhadauria**, Advocate in High Court, New Delhi.  
**Topic:** - Media and Beauty Business: Issues of Morality and Censorship

• **Dr. G. N. Trivedi**, Associate Professor, Department of Political Science, Motilal Nehru College (Eve.), University of Delhi  
**Topic:** - Communicative Power: Impact of media on the socio-economic life of the people

• **Dr. Preeti Shukla**, Assistant Professor, Department of English, Shyam Lal College (Eve), University of Delhi  
**Topic:** - Social networking sites and media

**Day 2 (Saturday, 5\textsuperscript{th} February 2011)**

9:30 am – 11:30 am  
**TECHNICAL SESSION – III**  
**Chair:** **Dr. Jaswinder Singh**, Principal, SGTB Khalsa College, University of Delhi

• **Dr. S. Mehartaj Begum**, Associate Professor, Center for Federal Studies, Jamia Hamdard (Hamdard University), New Delhi  
**Topic:** - Role of Media in protection and Promotion of Human Rights

• **Ms. Renu Yadav**, Assistant Professor, Regional Institute of Education (NCERT), Shyamala Hills, Bhopal (M.P.)  
**Topic:** - Impact of media on the awareness of human rights

• **Dr. Rajendra Kumar Pandey**, Centre for Federal Studies, Jamia Hamdard University, New Delhi  
**Topic:** - Securing Human Rights for All: Explicating the role of Media

• **Ms. Reema Malhotra**, Department of Psychology, Faculty of Arts, University of Delhi  
**Topic:** - Critical Psychosocial Themes in the Time of Internet Diffusion

• **Dr. Sunita Saxena**, Assistant Professor, Department of Hindi, Shyam Lal College (Eve), University of Delhi  
**Topic:** - हिन्दी मीडिया : समाज–निर्माण में भूमिका

11:30 am – 1:30 pm  
**TECHNICAL SESSION – IV**  
**Chair:** **Prof. G. Y. Shitole**, S.N.D.T. Women’s University, Mumbai
- **Prof. G. Y. Shitole**, S.N.D.T. Women’s University, Mumbai  
  **Topic:** Foreign Direct Investment in Media and its Impact on consumers in India

- **Sh. James Jacob**, Department of Commerce, V. K. Krishna Menon College, East Mumbai  
  **Topic:** Media and Social advertising: A motivating tool for social awareness and social development

- **Ms. Kulveen Trehan**, Associate Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, Delhi  
  **Topic:** Media, Market and Mega Sporting Events: Understanding media functions and uses w.r.t. coverage of Commonwealth Games 2010, Delhi

- **Ms. Aastha Kukreти**, Executive Director, Delhi Greens, New Delhi  
  **Topic:** Role of New & Social Media in Generating Environmental Awareness: the case study of the Delhi Greens Blog

- **Dr. Durgesh Tripathi**, Assistant Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, Delhi  
  **Topic:** Media and New Social Order

- **Dr. Noopur Agrawal**, Assistant Professor, Department of Commerce, M.K.R. Govt. Degree College, Ghaziabad  
  **Dr. A. P. Tripathi**, Assistant Professor, Department of Commerce, Shyam Lal College (Eve), University of Delhi  
  **Topic:** Are Marketers Fair in their Communication with their Customers: A Peep into the Indian Advertising

1:30 pm – 2:30 pm  
Lunch

2:30 pm – 3:30 pm  
Valedictory Session

03:30 pm  
Tea

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**Dr. G.P. Agarwal**  
*Principal*  
Mob. 9818998166

**Dr. Harish Khanna**  
*Chief Coordinator*  
Mob. 9810015641

**Coordinators:**  
Dr. Preeti Shukla, Sh. Ashwani Jassal, Dr. A. P. Tripathi, Dr. Anil Kumar Rai, Sh. Anil Singh, Dr. Pramod Kumar, Dr. Sandeep Yadav