



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

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AIMEC-3

Rajasthan Tour on Wheels

9th July - 14th July, 2018





Rajasthan

is a
Land of Colours:
Colours of Culture,
Colours of Nature &
Colours of India





Rajasthan is a state with a rich cultural heritage that has the blend of tradition & modernism. Forts on Aravalli hills show pride of Rajputana's bravery. The beauty of love is depicted in folk songs and dances.





AJMER

The city of Ajmer gets its name from 'Ajay Meru'. Roughly translated, it means 'invincible hills'. Nestled in the Aravallis south west of Jaipur, Ajmer was founded by Raja Ajaypal Chauhan in the 7th century AD. Hundreds of years later, Ajmer today is a popular pilgrimage center for both Hindus and Muslims.

The Dargah
Adhai Din Ka Jhonpda
Anasagar Lake
Soniji Ki Nasiyan
Marble Slurry Dumping Sites



PUSHKAR

Pushkar is one of the oldest cities in India. Located in the northwest of Ajmer, as legend says, Lord Brahma, believed to be the creator of the Universe dropped a lotus to the ground leading to the immediate creation of a lake. He then decided to name the place after the flower, and thus the name, Pushkar.

The city of Pushkar is home to the only temple dedicated to Lord Brahma in the whole world. Hindus consider a journey to Pushkar to be the ultimate pilgrimage that must be undertaken to attain salvation.

Pushkar Lake
Brahma Temple
Pap Mochini Temple
Sri Panchkund Shiva Temple
Man Mahal



JODHPUR

The blue city under the blue sky, Jodhpur was founded in 1459 A.D. by Rao Jodha, chief of the Rathore clan. The Blue City really is blue! Inside is a tangle of winding, glittering, medieval streets, which never seem to lead where you expect them to, scented by incense and roses, with shops and bazaars selling everything from trumpets and temple decorations to snuff and saris.

Mehrangarh Fort
Arna Jharna Museum
Rao Jodha Desert Rock Park
Jaswant Thada

KUMBHALGARH

Kumbhalgarh ("Kumbhal fort") is a Mewar fortress on the westerly range of Aravalli Hills.

With a wall over 38 km long, the fort is among the largest wall complexes in the world, and the second largest fort in Rajasthan after Chittorgarh. It is a

UNESCO World Heritage Site included in Hill Forts of Rajasthan.

Built during the course of the 15th century by Rana Kumbha, Kumbhalgarh is also the birthplace of Maharana Pratap, the great king and warrior of Mewar.



RANAKPUR

Ranakpur is one of the five holy centres of the Jain community.

Built in the 15th century AD, The central "Chaumukha" or four faces edifice is dedicated to the venerated Tirthankara Rishabdev. 24 Tirthankaras are paid their due homage with their images carved on the mandaps or porticos in a corridor around the shrine.

There are many more beautiful temples, including the sun temple known for polygonal walls, richly embellished with carvings of warriors, horses and solar deities and more.





UDAIPUR

"Venice of the East"
The City of Lakes

It is located around azure water lakes & is hemmed in by lush green hills of Aravallis. Udaipur was founded in 1553 by Maharana Uday Singh II as the new capital of Mewar Kingdom. Udaipur Lake Palace, Lake Pichola and Jaisamand Lake, claimed to be the second largest man-made sweet water lake in Asia, are famous tourist spots. The city is also known for its profusion of zinc and marble. Solar observatory in Lake Fateh Sagar is the only observatory in India located on an island and has been built on the pattern of Big Bear Lake in Southern California.

City Palace | Sajjangarh (Monsoon Palace)
Shilpgram | Udaipur Fish Aquarium
Navalakh Mahal (Gulab Bagh)
Bharatiya Lok Kala Mandal



CHITTORGARH

Chittorgarh resonates with legendary stories of Rajputana's bravery, pride and passion. Chittorgarh is named after its most imposing structure, the Chittorgarh Fort which stands atop a 180 metre high hill with 700 acre area . It is a UNESCO World Heritage Site. Chittorgarh Fort narrates the stories of Queen Padmini's beauty and Maharana Pratap's braveries

Chittorgarh Fort
Vijay Stambh & Kirti Stambh
Meerabai Temple
Bhainsrorgarh Fort

A woman in a white sari stands in a traditional Indian architectural setting, possibly a palace or temple, with multiple arches and a large chandelier hanging from the ceiling. The scene is dimly lit, with the woman's white sari standing out against the darker background.

AIMEC

In its third year of journey to bring all media educators under one umbrella, AIMEC is organising an insightful "Rajasthan Tour on Wheels" following the three-day event.

6 Cities Days

969 km on Wheels

9 July to 14 July, 2018

Ajmer | Pushker
Ranakpur | Kumbhalgarh
Chittorgarh | Udaipur

Last date of Registration

10 June, 2018

Cost: Rs.15,000/- Per Person



THANK
YOU