

Brief note about the conference-2019

Greetings from Lok Samvad Sansthan and Department of Journalism and Mass Communication, ML Sukhadia University, Udaipur.

With a great pleasure, we are pleased to inform you that with the legacy of organising three All India Media Educators' Conferences, premier Media Advocacy Organization Lok Samvad Sansthan and NACC Accredited "A" Grade University - ML Sukhadia University, Udaipur, through its Department of Journalism and Mass Communication, will host a collaboratively designed unique and innovative Media Conference-2019 in Udaipur on September 27, 28 and 29, 2019.

The main theme of this year's conference is "Digital Communication & Empowerment: Emerging Opportunities and key Challenges."

We are planning to organize the Fourth All India Media Conference on an international level. We hope that during this year, the conference will attract more than 300 delegates who will include the media educators, media professionals, corporate communicators, social media activists, media houses, service providers and government functionaries, as well as international speakers, industry leaders and innovation & smart city domain experts from all over India.

For this conference we received confirmation from , UNICEF-India through Rajasthan State office, Apeejay Institute of Mass Communication, New Delhi, Commonwealth Educational Media Centre for Asia (CEMCA), Pearl Academy (Communication, Media, Journalism and Entertainment), One World Foundation and Inclusive Media for Change to join as collaborative partners. The IIMC, New Delhi, and Central University of Rajasthan, Kishangarh, MICA Ahmadabad and many more institutions are also considering our proposal.

This 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 are in contact for some of the main speakers during the conference such as Shri Anant Goenka, Executive Director, Indian Express Group, Ms. Ritu Kapoor, Editor, Quint, Shri Ravish Kumar, Editor, NDTV, UGC Chairman, CEO –Niti Ayog, P Sainath- PARI Founder, Anirudh Bhal of Cobrapost.com, V.C. of Makhnallal Chaturvedi National University of Journalism and Communication, etc. We are in process to adding up more luminaries from political, academic and media fields for this conference.

The forth Conference is expected to be attended by more than 300 delegates from all over the country including from various foreign countries –consisting of Vice Chancellors, heads of the Journalism and Mass Communication, PR and Electronic Media, Media educators, communication professionals, Public Communicators including social. health activists

and PR professionals, Representatives from newspapers, TV Channels, Radio Stations, film/TV, web and blog content writers, University students/Researchers, Representatives from various media and publishing houses, corporate communicators-Government/Multinationals including Public Information professionals, freelance journalists, academicians and representatives from civil societies organization/Banking and other industries and all those who are interested in media related issues.

During the years 2015, 2016 and 2018, All India Media Educators' Conferences (details enclosed) became synonymous with “Kumbh” for the media academics, media professionals and PR Practitioners from all over the country.

The Media Conference 2019 will have the following components:

- **Conference:** We will have vibrant sessions on innovations, the use of ICT and Digital Media for bringing more efficiency and transparency in the areas of media academics and profession.
- **Innovation in media field:** The Media innovations, initiatives of various government departments, foundations, and private companies can be showcased in this area.
- **Special media based story telling interactive session** during the conference after the field visit (prior to conference) of tribal belt of Rajasthan comprising Dungarpur and Banswara districts, will be organized. For these media educators, media practitioners and researchers will be asked to submit their willingness.
- **Awards:** Awards will be conferred upon the persons with distinction to acknowledge the innovative initiatives that are driving the quality & access in the field of media, media academics and PR sector in country.
- A special session to commemorate **150 years of Birth Anniversary of Mahatma Gandhi**
- Special live folk performances-oral folk tradition and folk media showcase through international desert folk musician-to be supported by the National Academy of Dance, Music and Drama (Sangeet Natak Akademi), New Delhi. (This will be dedicated to the memory of Late Padma Bhushan KOMAL KOTHARI).
- Media quiz competition, Awards for best paper presentation
- Exhibition of Digital Equipment.
- Exhibition of original copy of the Constitution of India.
- Exhibition of **Unique collection of Hindi magazines of 25 countries** published in the last 115 years-by Dr Jawaharr Karnawat.
- Tentatively special tour to Shrinathji Temple, Nathdwara, or Udaipur sight-seeing