

National Seminar
on
**Role of Media and Communication for
Viksit Bharat**

27th-28th March 2024



Patron
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Hon'ble Vice Chancellor, GGSIPU



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Organized by

University School of Mass Communication

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Sponsored By- ICSSR, New Delhi

About ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc., to promote research in social sciences in India.

About the Institution

Guru Gobind Singh Indraprastha University (GGSIPU) is the first University established in 1998 by Govt. of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998 read with its Amendment in 1999 The University is recognized by University Grants Commission (UGC), India under section 12B of UGC Act. **The University has been Accredited with a CGPA of 3.56 on a seven point scale at A++ Grade.** It is a teaching and affiliating University with the explicit objective of facilitating and promoting “studies, research and extension work in emerging areas of higher education with focus on professional education, for example mass communication, disaster management, environment management, engineering, technology, management studies, medicine, pharmacy, nursing, education, law, etc. and also to achieve excellence in these and connected fields and other matters connected therewith or incidental thereto. The University has been ranked 1401-1500 in QS World Ranking 2023, 143 in QS South Asia University Ranking 2023 and NIRF Rank 77 among Indian institutions.

About University School of Mass Communication

University School of Mass Communication, established in 2006 (then The Centre for Media Studies), is a pioneer in Digital education in India. The USMC has credit for launching its first MOOCs Course on the Swayam Platform, i.e. Society and Media, in 2018, the first MOOCs Course run by any of the Delhi Government institutions. Earlier, USMC contributed its best efforts as a Co-Project administrator of E-PG Pathshala (Communication and Media Studies), regarded as the most significant national repository in Higher education. The project is also an initiative of national media on education through ICT (NMEICT, Govt. of India). University School of Mass Communication has the credit of receiving five UGC and ICSSR-funded projects and one project of DST. With this, the school offers Master's and PhD courses with specialization, and The school aims at helping a student evolve into a professional who is capable of meeting not only the current needs of the industry but also what the industry and society would need in future given the dynamic local and global environments.

About Seminar

The concept of nation-building is a multi-dimensional process that addresses various components simultaneously. It considers the country's various historical and geographical perspectives, noting the peculiarities and diversity of its cultural ethos, including its social, economic and political structures. This volume addresses these interlinked aspects and the innovative development of these structures and institutions. However, such changes and development must be directed to create a more culturally homogenous and productive society so that basic human needs like food, shelter, healthcare and education are fulfilled optimally. All-round development and growth for the nation can be achieved only with a robust economy and political stability. As such, the process of nation-building and development is a multifaceted phenomenon. In the context of India, this process is associated with the central values embodied in the preamble of the country's constitution, which advocates for establishing a secular, socialist and democratic society based on well-defined fundamental rights. This anthology reflects these academic spirits and vistas. The media has been playing a pivotal role in the economic growth and development of the country since India's independence. It is very supportive and helpful in spreading the right kind of consciousness and awareness among the people and educating people about our nation's priorities vis-à-vis the aspirations of our teeming millions. The media also plays an effective role in opening up debates among the people and policymakers in deciding the priorities and decision-making principles and determining the possible fallouts in the implementation process. It always helps in good governance by discussing weaknesses and bottlenecks in the change process and resolving them through creative suggestions and in-depth analysis. This two-day national conference on "Role of Media and Communication for Viksit Bharat" primarily aims to explore, understand and deliberate the role of media in nation-building.

Sub-Themes of the seminar

- Media and Vikshit Bharat
- Role of Media in making India a Vishwa Guru
- Atmanirbhar Bharat: Media as industry
- Communication for Sustainable Development
- Digital Empowerment: Bridging the Digital Divide
- Importance Media in the promotion of Cultural values
- Media's and nation-building: Analysing the Post-Independence period
- Media's role in Amrit Kaal or "The Era of Elixir"
- Media and combating Environmental Issues
- Role of Media in Inclusive Development
- Technological advancement and its impact on the nation

Important Dates

Abstract Submission last date- **5th March 2024**

Acceptance by- **10th March 2024**

Date of Seminar- **27th and 28th March 2024**

Participants can send their 250-300 words Abstracts (font size 12, spacing 1.5, Times New Roman) at **nationalseminarusmc@gmail.com**

The abstract should include the author(s)' name, affiliation, areas of research, methodology, and significance, followed by keywords.

Registration Fee

There will be **no registration fee** for the selected participants.

How to Reach GGSIPU

Delhi has good connectivity by Air, Rail, and Road

By Air: All leading domestic airlines operate flights between Delhi and other major Indian cities (Ahmedabad, Bhopal, Bhubaneswar, Delhi, Hyderabad, Indore, Kolkata, Mumbai, and Vishakhapatnam, etc.). Distance from the Delhi Airport to GGSIPU Campus is about 22 km.

By Rail: Many trains operate on the train route to Delhi daily, ensuring robust connectivity with all major cities in India. The distance from New Delhi Railway Station, Old Delhi Railway Station, Hazrat Nizamuddin Railway Station to GGSIPU Campus is about 30 km.

By Metro: The Nearest Metro Station for GGSIPU is Dwarka Sector 14 (Blue line); take the exit from Gate No. 2, and you will get the sharing and personal Autos/ E-rickshaw. The distance between Metro and the campus is 1.5 kilometres.

For any information/clarification, please get in touch with us at the given Email- **nationalseminarusmc@gmail.com**

Organizing Committee



Dr. Sachin Bharti
Assistant Professor, USMC
Co-Convenor



Dr. Durgesh Tripathi
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