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IMPORTANT DATES

Abstract Submission
November 30, 2023
Acceptance by **7 December**

Registration & Fee Submission
December 9, 2023

Full Paper Submission
December 15, 2023

KINDLY SUBMIT ON: mediaconference@iitmipu.ac.in

REGISTRATION DETAILS

Students: ₹250/-

Research Scholars: ₹500/-

Faculty Members & Academicians: ₹1000/-

Registration Fee can be paid by NEFT / RTGS only.

Note: Joint authors may pay separately. Registration fee includes conference kit, refreshment and certificate. Accommodation is not included in registration fee. It will be paid separately, if needed and available.

Registration Link: <https://forms.gle/DP6QyknnJLcYznZ29>

Join WhatsApp group after registration through this link:

 <https://chat.whatsapp.com/B9yT4FujCzb1WI3D6fYfIQ>

BANK DETAILS:

Account Number: **60010778287** • Branch & IFSC: **MAHB0001188**

PUBLICATION:

Full length conference paper will be publish in an 'Edited Book' with ISBN and few selected papers will be publish in 'ABDC Journal' / 'Peer Review' / 'Care Listed' Journal.

FOR MORE INFORMATION

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 www.iitmjanakpuri.com



CALL FOR PAPERS

IITM School of Mass Communication

in association with

Internal Quality Assurance Cell (IQAC)

organizes

ICSSR Sponsored

TWO DAYS NATIONAL CONFERENCE

on

**NEP 2020: A Paradigm Shift in
Media Education and Ensuring Quality
with the Global Framework of the G20**

January 22 - 23, 2024 (Hybrid Mode)

Venue: IITM, Janakpuri



MEDIA COVERAGE

IITM उन्मेष
Charting A New Epoch in News



Institute of Information Technology & Management

Guru Gobind Singh Indraprastha University, New Delhi

Accredited Grade 'A' by NAAC, 'A+' by SFRC.

Ranked among Top 100 B-Schools by Times B-School Survey-2023;
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D-29, Institutional Area, Janakpuri, New Delhi - 110058

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ABOUT IITM

"The Institute aims to be a Centre of Excellence, promoting value based quality education in the contemporary areas of advanced professional studies in Information Technology, Media Education and Management."

Institute of Information Technology and Management (IITM) was set up in 1999

under the aegis of Mata Leelawati Shikshan Sansthan (MLSS), a registered education society engaged in philanthropic activities, with the Late Shri T.N. Chaturvedi, the well known educationist, parliamentarian, Ex. Governor of Karnataka and CAG of India and Padma Vibhushan Awardee, as founder President of both the society and the Institute.

The Institute takes pride in having developed the faculty support and infrastructure imperative to effectively implement 'Outcome Based Education' - characterized being a technology-based, learner centric and result-oriented approach which enhances students' learning and performance capabilities. We are passionate about grooming the nation's youth to grow into good human beings and excellent professionals destined to become torch bearers of their respective domains.

IITM is taking steps to enhance short duration skills with in align NEP 2020 with providing major and minor discipline, multiple entry exit in inculcating inclusiveness, equity and integrating technology with pedagogy.



IITM SCHOOL OF MASS COMMUNICATION

IITM School of Mass Communication is established in the year 2023 and has embarked on a journey of shaping up young and talented minds. Our BA(JMC) program empowers its students with the knowledge and skills to excel in the dynamic field of mass communication, experiential learning opportunities and equipping students for rewarding careers in journalism, print media, broadcast media, social media, advertising, public relations, events, and cinema.

At IITM, students are provided an ideal environment for hands-on training and experimentation. In addition, students have the privilege of learning from our distinguished faculty and renowned industry experts, enriching their educational experience.



ABOUT THE CONFERENCE

The National Education Policy (NEP) of 2020 marks a significant paradigm shift in the landscape of media education, fostering an environment that prioritizes holistic learning and quality enhancement. Media education is experiencing a significant paradigm shift that not only addresses domestic needs but also holds implications on the global stage, particularly within the G20 framework. Amongst the G20 countries, there can be more collaboration and knowledge exchange, which advances the global conversation on education reform with preview.

The two days national conference will focus on how NEP 2020 introduces a paradigm shift by embracing interdisciplinary learning, experiential training, and technological integration. This conference seeks to unravel the profound implications of NEP 2020 within the context of media education - a domain profoundly influenced by the rapid advancements in communication, technology, and culture.

SUB THEMES OF THE CONFERENCE

The papers can be welcomed in Hindi/English language on the following related sub- themes:

- Salient Features of NEP 2020 with G20 context.
- Integrated Teaching in Media Education with global perspective.
- Inclusiveness and Equity: Issues and challenges
- Media Integration & Academic Flexibility under NEP 2020.
- The Evolving Role of Media in Education: Leveraging Technology for Enhanced Learning Outcomes.
- Digital Divide and Media's role in bridging educational gaps with emphasis of NEP2020.
- Integrating Artificial Intelligence in Classroom Learning: Implications on NEP 2020.
- Implications of AI Generated Media: Content Creation, Creativity and its Development.
- Standardization and creating benchmarks with AI generated Curriculum Design.
- Advertising for educational equality: promoting inclusivity and multilingual education under NEP 2020.

Working Papers related to the theme are also invited.

CONFERENCE OUTCOME

As an impact of the change introduced by NEP 2020 in terms of promotion of Indian Language Literature, Culture and Multi-disciplinary in terms of Modern Indian Language, Understanding India, Culture, Health and Wellness, Management of Event and Brand etc. in all streams will be more emphasis on the growth and development of country. These changes will also increase the employment opportunities towards the making of Atma Nirbhar Bharat. The major outcome of this conference would be engaging in the promotion of NEP 2020 and will give a broader understanding of the limitations and opportunities associated with it.



SUBMISSION GUIDELINES

Papers are invited from academicians, social activists and research scholars on the above mentioned theme/sub themes. The abstract, full text of the paper and power point presentation should be sent to IITM School of Mass Communication, through E-mail to mediaconference@iitmipu.ac.in

Committee will review the abstracts, full papers and information regarding acceptance, modification, rejection and presentation shall be communicated to the authors subsequently. The selected papers will be published through a reputed national publisher.

ABSTRACT

The abstract should not exceed 500 words. It should clearly state the objective, methodology and summary of results. It should also include title of the abstract, the author's name, and designation: institutional affiliation, mailing address, contact number and E-mail ID. The abstract should be typed in (Times New Roman / Krutidev) font size as 12/16 with 1.5 point lining space.

FULL PAPER

The length of full paper including tables, diagrams, illustrations, and references, should be between 3000 to 5000 words. The full paper should be typed in English/Hindi font ((Times New Roman / Krutidev) in 12/16 size with 1.5 point lining space is acceptable. Bibliographical references should be arranged alphabetically and given at the end of the text in the APA / MLA format. The full version of paper should be submitted in soft copy latest by November 30, 2023.