

Program Details

| Day 1 | | |
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| <i>Time</i> | <i>Plenary (Hall #1)</i> | <i>Parallel Sessions</i> |
| 9.00-9.30 | Registration | |
| 9.30 –11:00 am | Politics of Development Communication (Inaugural) <ol style="list-style-type: none"> 1. Prof Vinod Pavarala, Dean, S N School of Performing Arts, Fine Arts & Communication, University of Hyderabad 2. Dr N Bhaskara Rao, Chairman, CMS 3. Prof. Seyed E. Hasnain, Vice-Chancellor, University of Hyderabad 4. Prof Alfonso Gumucio Dagron, MD, Communication for Social Change Consortium | |
| 11:00-11:15 am | Tea Break | Workshop on Participatory Research Methodology by Jo Tacchi & Seema Nair (Hall # 3 at 11:00 am -1.30 pm) |
| 11.15 am - 1:00 pm | Paper session 1 <i>Theme: Health Communication</i> <i>Selected paper presenters:</i> <ol style="list-style-type: none"> 1. "Capacity Building on Health Reporting among Vernacular Journalists"- Dr. K S Arul Selvan, Tezpur University, Assam 2. "Effects of Mass Media on Knowledge of AIDS in Indian States" -Swarna Manjari Behera Gokhale Institute Pune & Dr. K.S. Bharath Kumar, International Institute for Population Sciences, Mumbai. 3. "Participatory Health Communication Research: A Study on Anemia in the Kumaon division of Uttarakhand"- Dr. (Ms) Chitra Pathak & Dr. (Mrs.) Neelam Bhardwaj, G.B.Pant University of Agriculture and Technology, Nainital, Uttarakhand 4. "Implementing Information Management Systems in Primary Health Care Sector: Challenges & Prospects - Experiences from a case Study in India"- Zubeeda Banu Quraishy University of Oslo, Norway 5. "Television Exposure & Knowledge of HIV Transmission and Prevention Among Youth in Delhi: Qualitative & Quantitative Findings"- Devaki Nambiar - Johns Hopkins Bloomberg School of Public Health, USA <i>Discussant:</i> Dr Usha Raman, Communication Consultant, L.V. Prasad Eye Institute, Hyderabad & Dr S Goyal, IIHMR, Jaipur | |
| 1:00-2:00 pm | Lunch | |
| 2:00 –3.30 pm | Community Radio & Social Change | |
| | <i>Speakers:</i> <ol style="list-style-type: none"> 1. Prof Vinod Pavarala, Dean, Sarojini Naidu School of Performing Arts, Fine Arts & Communication University of Hyderabad (M) 2. Mr Raghu Mainali, Community Radio Support Centre, Nepal, 3. Mr Sajan Venniyoor, UNESCO 4. Mr Mujeeb Khalwatgar, NAI, Afghanistan | |
| 3.30 -3.45 pm | Tea Break | |
| 3.45- 5.15 pm | Paper session 2 (Hall # 1) <i>Theme: Education & Critical Pedagogies</i> <i>Selected paper presenters:</i> <ol style="list-style-type: none"> 1. "Media students and development communication: The missing link" - Ruchi Jaggi, Amity University, Noida UP 2. 'Importance of 'contextual' education: Adivasi children in Andhra Pradesh "- Dr. NagaMallika, Hyderabad Central University & Bhanumati, Balamitra, Visakhapatnam, Andhra Pradesh 3. "Answering the Critics: The Potential and Limitations of Communication and Learning Strategies as Practical Responses to Post-development Critiques" Tanya Jakimow, University of Melbourne, Australia 4. "Ethnographic (per) versions and creative engagement through locally created content" - Jo Tacchi, Queensland University of Technology, Australia <i>Discussant:</i> Dr. P. Thirumal, Sarojini Naidu School of Performing Arts, Fine Arts & Communication University of Hyderabad | Paper session 3 (hall # 2) <i>Theme: Human Rights</i> <i>Selected paper presenters:</i> <ol style="list-style-type: none"> 1. "Children's Rights: Making Headlines"-Kavita Ratna - The Concerned for Working Children, Bangalore 2. "Making content on domestic violence in male dominated & conservative society"- Aseem Asha Datamation Foundation, New Delhi, Usman & Kiran MS, Finding a Voice, New Delhi 3. "Creative Engagement in Marginal Spaces"- Jerry Watkins, Queensland University of Technology, Australia 4. "Women & Participation: Community Libraries and Social Change"- Sita Adhikary READ, Nepal & Kirsty Martin Queensland University of Technology, Australia <i>Discussant:</i> Prof G. HarGopal*, University of Hyderabad |
| 5.30 - 7:00 pm | Open Forum: Media Dialogue | |
| | <i>Speakers:</i> Mr S Narendra (Advisor, CMS) (M); Mr D. Amar (AP Academy of Journalists); Ms Kalpana Sharma (Columnist & Independent Journalist); Mr Zaheerudin Ali Khan (Siasat), Dr. K Nageshwar (MLC, A.P. Osmania University); Mr Shyam Tekwani (NTU, Singapore); | |
| 7.00 -7.30 pm | Book Release | |
| | Other Voices: the Struggle for Community Radio in India (Sage, 2007) By Vinod Pavarala and Kanchan K. Malik. Release & Comment by Columnist and independent journalist, Ms Kalpana Sharma | |
| 7.30 pm onwards | Dinner hosted by Vice-Chancellor, University of Hyderabad. Venue: Faculty Club, University of Hyderabad | |

Program Details

| Day 2 | | |
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| <i>Time</i> | <i>Plenary (Hall 1)</i> | <i>Parallel Sessions</i> |
| 9:30 -11:00 am | Research and Evaluation in Communication for Social Change and Development | |
| | <p>Speakers:</p> <ol style="list-style-type: none"> 1. Prof Jo Tacchi, Queensland University of Technology, Australia 2. Prof B P Sanjay, Pro- Vice Chancellor, University of Hyderabad 3. Mr Pradeep Krishnatray, Director, CREED, Hyderabad 4. Ms P N Vasanti, Director, CMS, New Delhi (M) 5. Ms Vijaya Nidadavolu, Communication Consultant, New Delhi | |
| 11:00-11:15 am | Tea Break | |
| 11:15 am -1:30 pm | <p align="center">Paper session 4 (Hall # 1)</p> <p>Theme: Governance, Democracy & Culture</p> <p><i>Selected paper presenters:</i></p> <ol style="list-style-type: none"> 1. "Information, Communication & Technology (ICT) in Development: The Experience Of West Bengal"- Subrata Dutta, New Delhi 2. "Media Utilization in Development Communication" Snehasis Sur – Independent Journalist, Mumbai 3. "Documenting the Socio-Cultural Expression of Rural Communities for Religious Harmony: Learning Avenue for Multicultural Global Citizenship" Govind Dhaske Local Knowledge Saviours, Thane, Maharashtra & Mr. Somdutta Nhavakar, Shari Academy Mumbai 4. "Mediating' the Budget - Consequences for Development"- Dr. E. Satya Prakash, S N School of Communication University of Hyderabad 5. "The role of Makkal Television in promoting Tamil Culture" Uma Maheswari. P., Department of Media Sciences, Anna University, Chennai Tamil Nadu 6. "Media Ecology, Globalization and Development Communication" - Saima Saeed Centre for Culture, Media and Governance, Jamia Millia Islamia, N Delhi 7. "Will a common telecom-market make a more communicative South Asia?" Nalin Bharti - Nalsar University of Law Hyderabad, AP 8. "Aangan ke paar ('beyond the courtyard') - a platform for unheard women's voices" – Lubhana Khan, BBC WST India <p>Discussant – Prof B P Sanjay, Pro- Vice Chancellor, University of Hyderabad</p> | <p align="center">Paper session 5 (Hall # 2)</p> <p>Theme: Information & Communication Technologies</p> <p><i>Selected paper presenters:</i></p> <ol style="list-style-type: none"> 1. "The value of socio-cultural animators in poverty reduction, technological knowledge and ICTs"- Jo Fields University of Adelaide, Australia 2. "ICT for Development: A World Vision Initiative in Tsunami affected communities"- Kalpna Bindu & Paramita Dasgupta, CMS New Delhi 3. "Projecting Indian Village as Enterprise Unit: Commercialising the Traditional Occupations using ICT"- S B Misra, BITS, Pilani Rajasthan 4. "Village Information & Resource Centers (VIRC): A collaborative approach to introduce ICT based extension for marginalized agricultural communities in dry Zone, Sri Lanka"- D. L. Chamila Jayashantha, CARE International, Colombo Sri Lanka 5. "Empowering Rural Women and Youth Using ICT in Tamil Nadu - An Exploratory Study of RASI Project" – Dr. R Subramani, Anna University Chennai Tamil Nadu 6. "Participatory Approach in the Identification of Themes for Local Content Creation: Akshaya Field Researcher's 'FaV' Experience"- Jancy Francis Akshaya Project, Kannur, Kerala 7. "Promoting an Inclusive Community in the blogosphere"- Namrata Bansal, Deepstambha-Light Forever, New Delhi 8. "Opinion Leadership in Indian Villages and Diffusion of E-Choupal -" Do Kyun Kim, Northeastern University, Boston USA, P N Vasanti CMS New Delhi & others <p>Discussant – Sajjan Venniyoor UNESCO</p> |
| 1:30 -2:30 pm | Lunch | |
| 2:30 – 4:00 pm | ICT & New Media for Development | |
| | <p>Speakers:</p> <ol style="list-style-type: none"> 1. Ms Jocelyn Josiah, UNESCO 2. Mr. Basheerhamad Shadrach, IDRC (M) 3. Mr Sachin Sahay, GM, ITC E Chaupal 4. Mr Prabhu, DDG NIC AP | |
| 4:00 - 4.15 pm | Tea Break | |
| 4.15 – 5.45 pm | <p align="center">Paper session 6 (Hall # 1)</p> <p>Theme: Community Media</p> <p><i>Selected paper presenters:</i></p> <ol style="list-style-type: none"> 1. "Community video for empowering women panchayat leaders in villages/towns of Bihar: Prospects and problems" - Sweta Singh, New Delhi 2. "Community Media: Potential and possibilities for Social Change"- Dr. Kanchan K. Malik, S N School of Communication University of Hyderabad 3. "Campus Community Radio Stations in Chennai-A Listenership Survey" - S Hemamalini & I. Arul Aram, Anna University, Chennai Tamil Nadu 4. "Community Radio and Livelihood: A study in remote hills of Uttaranchal"- Atul Sharma - Ideosync Media Combine, Faridabad, NCR Delhi 5. "Kothmale community radio and its role as a provider of mobile media technology to the rural poor" - Kosala Keerthirathne, Kothmale Community Radio, Sri Lanka 6. Community Media model in Rural Andhra Pradesh - Srinivas Bangaru & Veena Yamini – Byrraju Foundation, Hyderabad <p>Discussant: Seema Nair, UNESCO</p> | <p align="center">Workshop on</p> <p align="center">Communication for Social Change</p> <p align="center">by Alfonso Gumucio Dagron</p> <p align="center">(Hall # 3 at 4:00 - 6.30 pm)</p> |
| 7:00 -8:00 pm | "Nightingale" -- A Contemporary Dance Ballet by Students of Sarojini Naidu School, University of Hyderabad. Choreographed by Bharat Sharma. | |

Program Details

| Day 3 | | |
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| <i>Time</i> | <i>Plenary (Hall 1)</i> | <i>Workshops (hall 3)</i> |
| 9:30 – 11:00 am | Program Innovations in Communicating for Social Change | |
| | <i>Speakers:</i> 1. Ms Usha Bhasin, Doordarshan, New Delhi (M) 2. Ms Yvonne Macpherson, BBCWST 3. Mr Michael Castlen, PCI, New York 4. Mr. Ashok Kumar, Project Director, Andhra Pradesh State AIDS Control Society | |
| 11:00-11:15 am | Tea Break | |
| 11.15 –1:00 pm | Paper session 7 Theme: Sustainable Development <i>Selected paper presenters:</i> 1. "Study on the expert - journalist communication in reporting environmental news in Indian Print media."- Mr. Gokul C, Anna University Chennai Tamil Nadu 2. "Communication at Grassroots" - Sayeed Khalid Jamal, Lucknow Uttar Pradesh 3. "Role of Media in Environmental consciousness and Policy Initiatives" - Malini Shankar, Bangalore, Karnataka 4. "Community Radio as a tool for Rural Development and Social Upliftment"- Dr K Thangaraj, Kongu Engineering College, Perundurai, Erode, Tamil Nadu 5. "ICT for Development – Towards a Perspective for Northeast India" – Joya Chakraborty, SN School of Communication, University of Hyderabad <i>Discussant: Prof Sheela Prasad, University of Hyderabad</i> | BBC WST, Ms Radharani Mitra - Workshop on Learning from the Advertising Industry for Behavior Change (Hall # 3 at 11-1:30 pm) |
| 1:00 -2:00 pm | Lunch | |
| 2.30 – 4:00 pm | Evolution and Future of the Discipline of 'Development Communication' (Valedictory) | |
| | <i>Speakers:</i> 1. Prof Cleofe Torres, Dean, CDC Philippines 2. Mr. Anuj Sinha, Department of Science & Technology 3. Dr B P Sanjay, Pro Vice-Chancellor, University of Hyderabad 4. P N Vasanti. Director, CMS New Delhi | |
| 4:00 -4.15 pm | Tea Break | |

* (invited – yet to confirm)

Hall # 1 – Management Auditorium (first floor), Management Building

Hall # 2 – School of Management Studies: Room No. 1 &2

Hall # 3 – Management seminar hall (ground floor) Management Building