



MANIPAL UNIVERSITY
JAIPUR

FACULTY

Faculty of Arts

NAME OF SCHOOL

School of Media and Communication

NAME OF DEPARTMENT

Department of Journalism and Mass Communication

NAME OF EVENT

One Day International Seminar

on

Media and Rural Development: Retrospect and Prospect

Date of Event

12th May, 2023

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Introduction of the Event

India, often referred to as the 'land of villages,' is predominantly known for its rich agriculture. According to the 2011 Census of India, an astounding 68.8% of the Indian population resides in rural areas. Despite having the world's largest rural population, rural development remains an ongoing concern for the country. Even today, the villages of India struggle with agrarian distress, widespread poverty, inadequate healthcare facilities, and a scarcity of resources. In an effort to foster discussions on social change in Indian villages, a one-day international seminar was organized to provide a platform for various attendees, including media academicians, development experts, and researchers, to share their insights on the role and challenges faced by the media in aiding rural development. The event was conducted under the guidance of Dr. Ram Pratap Singh and Dr. Avneesh Kumar, Assistant Professors in the Department of J&MC at Manipal University Jaipur. All the faculty members of the department were present during the event.

Objective of the Event

- To initiate a discussion on the role of media in rural development.
- To foster a discourse on sustainable development goals (SDGs).
- To explore the role of alternative media in rural development.
- To raise awareness among students, researchers, media academicians, and journalists about the issues facing rural India.

Beneficiaries of the Event:

Media Students, Academician and Researcher

Details of the Guests

1. Prof. (Dr.) Ram Mohan Pathak, Former Vice Chancellor, Nehru Gram Bharati (Deemed to be university), Prayagraj (Chief Guest)



2. Prof. (Dr.) Sanjeev Bhanawat, Former Head, Centre of Mass Communication, Rajasthan University (Expert)
3. Dr. Vipul Mudgal, Director- Common Cause, New Delhi (Expert)
4. Lyndee Prickitt, Director- Village Square (Expert)

Description of the event

The Department of Journalism and Mass Communication of Manipal University Jaipur organized a One Day International Seminar on Media and Rural Development: Retrospect and Prospect to a platform to media academicians, working professionals, development experts, and researchers to share their views on the role and challenges of media in relation to rural development. The event commenced with an opening speech by Dr. Komal Audichya where she welcomed the chief guest and experts of the seminar.

Lyndee Prickitt:

Lyndee Prickitt is a remarkable individual who has dedicated her career to changing the narrative about rural India. As the director of Village Square, she is passionate about reaching a wide audience with the stories and experiences of rural communities. Village Square has a special section on their website, called 'Her life,' which showcases the inspiring stories of rural women in India. Through her work, Lyndee is not only promoting the stories but also amplifying their voices and encouraging a more inclusive and equitable society. With her vision and leadership, Lyndee is making a significant impact in promoting diversity and inclusivity in India.

She spoke about the humanity of local news; how global news always starts with local news and that this local news talks about the real people at the heart of the story. Throughout her career as a journalist, there is a phrase that was infamous in the newsroom- "Worthy but dull." Ultimately, not all news stories make into the public eye, therefore, she says, something will always be cut. In India, stories about the villagers are cut out as the news organizations want to seem aspirational. The local elements of our country get lost since nobody writes stories about the local villages. The politicians get upset that the news of local India is found in international media around the world. In this way, India tends to get bifurcated into two major parts- 'them' and 'us.' She encouraged the aspiring journalists to try to focus on the change makers; to try to write stories about lost culture such as the last artisan of a particular trade or fading traditions of



a certain community. Her organization, 'Village Square,' is built on the belief that every story has a rural heartbeat to it and thus it strives to bring the vibrancy of rural India back.

Prof. (Dr.) Sanjeev Bhanawat:

Dr. Sanjeev Bhanawat is a prominent figure in the field of journalism and mass communication. With an illustrious career spanning several decades, he has established and headed the Centre of Mass Communication at Rajasthan University, Jaipur. As a professional teacher and author in the field of journalism and mass communication, Dr. Bhanawat has made significant contributions to the academic community. His expertise has been recognized by the University Grants Commission (UGC), where he serves as one of the expert members of the committee for developing LOCF (Learning Outcomes-based Curriculum Framework) for journalism and mass communication. With his vast knowledge and experience, Dr. Bhanawat is a source of inspiration for students and professionals alike, and his contributions have helped shape the field of journalism and mass communication in India.

He believes that the development of a nation is in the hands of the media; it depends on whether they can work efficiently and effectively. The various types of media available in today's world makes him question whether these different media will be able to do their job properly. In a very short period of time, the world has gone from using a single, traditional media to using the several types of multimedia available now. He thinks that the problems of the rural people are not just theirs, but the problems of the country as a whole. Since independence, India has seen a lot of progress, however, in the rural areas, the issues of casteism, misogyny, patriarchy and such are still prevalent. He enlightened the audience about the concept of 'Radio Rice' which stemmed from Karnataka. He believes that if experiments like SITE and KCP were executed successfully back in the 1970s, then India could conduct a similar experiment with the newly developed media. He said that digital media is a free platform that is available to all and when used wisely, it helps in progression of the rural society. If the citizens of India can learn how to use digital media properly, we can face anything. He told the audience that it is not only the story that is important, but also the way it is written and how it has been portrayed. Journalists should write with emotion, with empathy; they should make the readers see themselves in the story. He ended by saying that society has given the media the title of the fourth pillar of democracy; the reporters should work hard to earn that title.



Dr. Vipul Mudgal:

Dr. Vipul Mudgal is a distinguished journalist and academic with over 30 years of experience across India, UK, and South East Asia. He currently serves as the Director of Common Cause. Prior to his current position, Dr. Mudgal held senior editorial roles at prominent news organizations such as Hindustan Times, India Today, BBC World, and Asia Times. In addition to his journalistic pursuits, Dr. Mudgal has also been associated with the Centre for the Study of Developing Societies (CSDS) as the founding director of Inclusive Media for Change. He continues to head the project called im4change. Dr. Mudgal is an activist and media scholar, with a keen interest in the intersections of media, democracy, and political violence. His scholarly pursuits and activism have contributed significantly to the field of media studies and social justice.

He informed us that all the issues in society are intertwined within our daily lives; some are rural while some are urban but ultimately, they are all intermeshed within each other. He educated us about International Plant Health Day, climate change, and how it adversely affects the crops. In the crisis of climate change, we should find a way to change ourselves such that we might get a solution to India's agrarian crisis. He talked in further detail about the agrarian crisis, the production and productivity crisis, and the midday meal issue. It is important for a journalist to understand rural India because rural India is reflected everywhere else in the country; in one way or another, journalism will take you to rural India. Journalists must know how the issues of climate change affect rural India- including farmers, fishermen and so on- and show a genuine interest in it; they should be able to make sense of the data in a way that a reader might not be able to. The coverage of rural India in the leading newspapers of India is miniscule, at a mere 1.97%, even though rural India covers about 70% of the country. He ended his session by informing us im4change.org, a site that covers that the agrarian crisis and rural issues.

Dr. Prof. Ram Mohan Pathak:

Dr. (Prof.) Ram Mohan Pathak is a renowned figure in the field of Hindi journalism, with a career spanning over five decades. He has held several esteemed positions, including Vice Chancellor of Nehru Gramshiksha Bal Bharti University and Dean at Madan Mohan Malviya Hindi Journalism Institute and Mahatma Gandhi Kashi Vidyapeeth. Dr. Pathak has made significant



contributions to the field of Hindi journalism and has been recognized with several prestigious awards such as the Bharatendu Award, Shikshakshri, Yash Bharti Sammaan, and Paradkar Award. His work in promoting Hindi language and journalism has had a significant impact on the academic and journalistic communities. Dr. Pathak's commitment and dedication to the field of Hindi journalism continue to inspire future generations.

He told us that to be able to build a successful career in journalism, one must be able to think for themselves practically. He said that the life of Gautama Buddha is a field of study for a journalist since the ethics of journalism are inspired by the teachings of Buddha. As a journalist, you have to be able to reach your audience effectively. The UNESCO started the MacBride Commission to figure out a way to reach people from all backgrounds even through the digital divide; to find a way to decrease the digital divide. He told us that we shouldn't be too dependent on the media; he talked about how media literacy is necessary for every person living in society. Journalists should have a command over their language strong enough that they can stay within the space provided by the newspaper and write in the colloquial language. He mentioned that for communication to be successful, it should be in a vernacular language. Media makes people aware of the issues surrounding them. Media shouldn't abuse their power and should always work in the favour of rural development after understanding its needs thoroughly. The role of media is significant in the movements of rural India; the development of rural India shouldn't be entrusted completely to the government.

In the second half of the seminar the Village Square Fellows Miss Jyoti Thakur, Mr. Amir Malik and Miss Monika Marandi shared their experiences while working with the Village Square. Jyoti Thakur talked about why the stories of rural India matter. She told us about the stories of the rural village women she had talked to, Leela and Meena, and how they believe that the issues they are facing is a normal occurrence. She spoke specifically about the Jantar Mantar protests which was a 100 days protest that ended in 60 days. Rural stories have quite an impact on our economy, the common man's daily life, and our country. The role of the media is to educate the rural people about their issues and how to deal with them. She stated that the aim to report rural stories is not always to bring about change, but to mainly document reality. Amir Malik talked about his experience at Village Square and why he decided to become a journalist. He stated that "People are the source of your stories." He talked about "Her Life"- a section on the Village



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Square website dedicated solely to share the real experiences of the village women in the rural areas. Monika Marandi spoke about how there is almost no space in Indian media for the news of tribal communities. She has travelled all over India for three years to get to know the rural and tribal society in depth. She is also the proud founder of Sakhua, India's first digital platform run by tribal women for tribal women. She talked about the development of tribal society and the domestic violence still prevalent in it.

At the end of the seminar Dr. Vaishali Kapoor, Head of Department Journalism and Mass Communication, proposed a formal vote of thanks to everyone who has contributed and participated and made the event successful.

Photographs of the Seminar





Dr. Vipul Mudgal addressing the audience



Prof. (Dr.) Sanjeev Bhanawat addressing the audience



Brochure and Creative of the Event

 <p>MANIPAL UNIVERSITY JAIPUR</p>  <p>VILLAGE SQUARE Societal & Insights from Rural India</p> <p>School of Media and Communication Department of Journalism and Mass Communication</p> <p><i>in association with</i> Village Square <i>is organizing</i></p> <p>One Day International Seminar on</p> <p>Media and Rural Development: Retrospect and Prospect</p> <p>Friday, May 12, 2023 Venue: Smt. Sharada Pai Auditorium Time: 9:30 AM onwards</p> 	<p>About the University</p> <p>The Manipal Education Group, with its heritage of excellence in higher education for over 60 years, launched Manipal University Jaipur (MUJ) in 2011. MUJ is recognized by University Grants Commission, Association of Indian Universities, Council of Architecture, Bar Council of India, and All India Council of Technical Education. MUJ is the first university in the state of Rajasthan to be accredited with A+ (3.28) grade by NAAC. The university offers courses in different disciplines like Engineering, Journalism and Mass Communication, Management, Architecture, Interior Design, Fashion Design, Applied Arts, Hospitality, Humanities and Social Sciences, Basic Sciences, Law, Business and Commerce.</p>	<p>About the School</p> <p>School of Media and Communication at MUJ endeavours to combine innovative practices and technology with the traditional pedagogy to groom learners into proficient members of the global community. The School consists of one department, Department of Journalism and Mass Communication, that offers Bachelor of Arts in Journalism and Mass Communication and Master of Arts in Journalism and Mass Communication, and Doctoral program in Journalism and Mass Communication. The Bachelor's program focuses on media education and covers journalism (print, radio, television and new media), film studies, public relations, advertising, etc. The school has an excellent blend of academics and co-curricular activities.</p>	<p>Objectives of the Seminar</p> <ul style="list-style-type: none"> To initiate a discussion on the role of media in relation to rural development. To generate a discourse on sustainable development goals (SDGs). To discuss the role of alternative media in rural development. To sensitize the students, researchers, media academicians and Journalists towards the issues of rural India.
	<p>Organising Committee</p> <p>Chief Patron Mr. S. Vaitheeswaran Chairperson, MUJ</p> <p>Patron Dr. G. K. Prabhu, President, MUJ</p> <p>Co-Patrons Dr. Thammalah CS, Pro-President, MUJ Dr. Nitu Bhatnagar, Registrar, MUJ</p> <p>Conveners Dr. Komal Audichya, Dean, FoA, MUJ Dr. Vaishali Kapoor, HoD, J&MC, MUJ</p> <p>Organisers Dr. Ram Pratap Singh Assistant Professor, J&MC, MUJ Dr. Avneesh Kumar Assistant Professor, J&MC, MUJ</p>	<p>About the Seminar</p> <p>India is predominantly an agrarian society, often referred as the land of villages. As per the Census of India 2011, 68.8% of the total Indian population reside in rural areas. As per the United Nations Population Division Report (2019), India has the largest rural population in the world. However, rural development in India has been an issue of concern. After more than 75 years of independence and planned development, Indian villages are still facing challenges, like agrarian distress, inadequate infrastructure, poor education system, massive poverty, pitiable health facilities, etc. Media's role is crucial in the process of development & social change as it disseminates information and knowledge. This one-day seminar will provide a platform to media academicians, working professionals, development experts, and researchers to share their views on the role and challenges of media in relation to rural development.</p>	<p>Notable Speakers</p> <p><i>Chief Guest</i> Prof (Dr.) Ram Mohan Pathak Former Vice Chancellor Nehru Gram Bharati (Deemed to be University) Prayagraj</p> <p><i>Experts</i> Prof (Dr.) Sanjeev Bhanawat Former Head, Centre for Mass Communication Rajasthan University</p> <p>Dr. Vipul Mudgal Lyndee Prickitt Director Director Common Cause Village Square New Delhi New Delhi</p> <p>Registration</p> <ul style="list-style-type: none"> Registration is required to attend the seminar. Participants can attend the seminar in both online and offline mode. No registration fee for students and scholars. <p>Scan for Payment Scan for Registration</p>   <p>Contact: Dr. Vaishali Kapoor Dr. Ram Pratap Singh Mob.- 9928553384 Mob.- 9990762529 vaishali.kapoor@manipal.edu rampratap.singh@manipal.edu</p>

 <p>MANIPAL UNIVERSITY JAIPUR</p>	 <p>NAAC A+</p>	 <p>VILLAGE SQUARE Societal & Insights from Rural India</p>	 <p>SUSTAINABLE DEVELOPMENT GOALS</p>
<p>School of Media and Communication Department of Journalism and Mass Communication in association with Village Square is organizing One Day International Seminar on</p> <p>Media and Rural Development: Retrospect and Prospect</p>			
<p>Chief Guest</p>  <p>Prof (Dr.) Ram Mohan Pathak Former Vice Chancellor, Nehru Gram Bharati (Deemed to be University), Prayagraj</p>	<p>Expert</p>  <p>Prof (Dr.) Sanjeev Bhanawat Former Head Centre for Mass Communication Rajasthan University</p>	<p>Expert</p>  <p>Dr. Vipul Mudgal Director - Common Cause New Delhi</p>	<p>Expert</p>  <p>Lyndee Prickitt Director - Village Square New Delhi</p>
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Attendance of the Event- N/A

News Publication- News printed in newspaper or online links if any for news – insert images-
N/A

Feedback of the Event- N/A

Link of MUJ website stating the event is uploaded on website- N/A

Event Coordinator: Dr. Ram Pratap Singh and Dr. Avneesh Kumar