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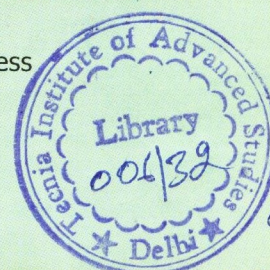
International Conference on People, Politics and Media

A two-day International Conference on 'People, Politics and Media' was recently organized by School of Media and Communication of Jagran Lakecity University, Bhopal. The Conference was attended by about hundred participants across the Country. Ms Sevanti Ninan, Co-founder of The Hoot.org was the Chief Guest of the Conference. In her address she quoted "Media is a factor that cannot be ignored in Politics". She discussed the present trends of Politics and Media, she said, "Media only focuses on the narrow aspect of any information rather than portraying the wider space of the topic in front of the people". Dr. Sanjay Ranade was the Director and Dr. Neeraj Khattri was the Convener of the Conference. Six technical Sessions were held based on following subthemes:

- Politics and the Media
- The State versus New Media
- Role of Media in Conflict
- New Media and Democracy
- Media Ethics versus Political Ethics
- Media Ownership –Politicization and Corporation
- Cinema, Society and Politics.

Conference was started with the Open Session on 'Ethics and Media'. The Session was moderated by Prof. Karunakar Jha and was chaired by the National News Editor of Bhaskar Group, Mr. Abhilash Khandekar. Mr. Sharad Dwivedi, News Editor, Bansal News, Mr. Brajesh Rajput, State Bureau Chief, ABP News, Mr. Mrigendra Singh, Editor, Danik Jagran Bhopal, Dr. Yogendra Srivastava, Associate Professor, School of Law, Jagran Lakecity University, Mr. Deepak Tiwari, The Week and Dr. Virbala Aggarwal, Chairperson, Department of Journalism and Mass Communication, Himachal Pradesh University, Shimla were the participants of the Conference. All the participants presented their views and critically analyzed the media ethics, the way and the extent till it is followed. The question was also raised that how the ethics have changed over the years and if the media has turned into a commercialized form now. While

summarizing the proceedings Mr. Abhilash Khandekar said that the perspective with which people see media is very much different from what the people experience within the field. There are two aspects of every profession, if there is a part of media which is becoming unethical; there is another part which sticks to the media ethics and work as a fourth pillar of this democratic setup. He concluded the forum with his view that with the change in the scenario the media ethics are undergoing a transition which is the need of time and this change is inevitable.

Dr. B.K Kuthiala, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, Madhya Pradesh was the Chief Guest of the Valedictory Session. He said, "Journalism is neither concave nor convex. It's not identical". This was followed by the discussion of Prof. Anoop Swarup, Vice Chancellor, Jagran Lakecity University about today's journalistic trends. He said that the journalism is not just restricted to politics but it is beyond that. He finally concluded with his remarks that journalism should not be compartmentalized. Vote of Thanks was presented by the Registrar of JL University.

International Conference on Content to Connectivity

A two-day International Conference on 'Content to Connectivity- Paradigm Shift in Knowledge Innovation, Information Representation, Information Management Systems and Librarianship' was jointly organized by Tecnia Institute of Advanced Studies (TIAS), Madhuban Chock, Rohini, New Delhi and Satija Research Foundation for Library and Information Science (SRFLIS India), at TIAS auditorium, Rohini, New Delhi recently. The Conference brought together and provided a platform to Management, Information Technology, Library Information Sciences and Media Professionals, Academicians, Students and Research Scholars.

Welcome address was delivered by Dr. Ajay Kumar Rathore, Director, TIAS. The Proceedings of Tecnia SRFLIS Summit 2014, 'National Conference on Information Communication and Computer Networks' and 'National Conference on

Democratization of Communication' and Tecnia's bi-annual Journal were released on the occasion.

Prof. K Kannan, Former Vice Chancellor, Nagaland University and Former Dean, Guru Gobind Singh Indraprastha University, New Delhi was the Chief Guest of the Conference. Mr. Ram Kailash Gupta, Chairman, TIAS presided over the Conference while Emeritus Prof. M P Satija, Guru Nanak Dev University, Amritsar, Punjab was patron of the Conference.

Dr. K.P. Singh, Organizing Secretary and President of the SRFLIS presented introduction of the Conference and relevance of the theme in the present scenario. Prof. M. Moni, Ex. Director General, National Informatics Centre delivered the Keynote Address. He mentioned the E-governance initiatives of the Government of India and how library professionals may play significant role in this direction. He emphasized that Knowledge Innovation is important and same important is the role of the librarians in changing information environment.

Prof. Jagtar Singh, Guest of Honor and Dean, Punjabi University, Patiala emphasized the importance of 'Content and Connectivity' and the need to become the alternate of Google in the changing scenario to bring back the users to the library. He also asked the librarians not to be victim of Technomania and Technofobia and play the role as Facilitator and Creator of knowledge.

Prof. I.V. Malhan, Guest of Honor and Dean, Central University of Himachal Pradesh, Dharamshala emphasized that Library and Information Science (LIS) education should be re-structured to serve the changing needs of the information seekers.

Prof. Arvind Prasad, Guest of Honor, Tata Iron and Steel Company Ltd. (TISCO), Jamshedpur spoke on 'Changing Role of Library Professionals' for communicating right information at the right time. His talk was followed by Award Ceremony of SRFLIS India (Indian Library Leaders) to library professionals. The four distinguished Scholars of Library and Information Sciences felicitated with the Satija Foundation Awards were: Dr Sanjaya Mishra (Professional Excellence Award- 2012), Dr Ramesh C Gaur of Jawaharlal Nehru University, New Delhi (Professional Excellence Award-2013), Dr Akhtar Parvez of Indian Institute of Management, (IIM) Indore with the same award, Prof S L Sangam (Life Time Achievement Award (2013).

After the award ceremony, Prof. M.P. Satija, Co-

Chief Patron of the Conference spoke on the role of the young library professionals through establishing the SRFLIS like organizations to serve the community and asked the professionals to use the technology intelligently as a tool to serve the people better and should not entirely depend upon it.

Mr. Ram Kailash Gupta, Chairman, Tecnia and Chief Patron of the Conference emphasized that librarians should not only help to connect the contents but also go beyond that to connect other under-privileged of the society including disabled.

Prof. K. Kannan in his address asked the content creators to check who is really going to be benefitted from the contents they are creating? Are people really interested in the contents being created? He emphasized the role of the three words; Passion, Patience and Perseverance.

Main Speakers of the Conference were Mr. Anil K. Jharotia, Mr. Jaya Kalra, Dr. Nabi Hasan, Dr. Durga Prasad, Tarvinder Singh Handa, Pragati, Dr. Kaushal Chauhan, etc. Prof. Rajesh Bajaj, Coordinator, Tecnia presented the Vote of Thanks.

The First Plenary Session was started by Dr. Manorama Tripathi, Deputy Librarian, Jawaharlal Nehru University, New Delhi and Program Director on 'Knowledge Based Systems and Data Mining'. Prof. Jagtar Singh was the Session Chair and Dr. R.K. Sharma from United Nations Information Centre was the Co-Chair of the Session. Dr. Ramesh Gaur, Librarian, Jawaharlal Nehru University, New Delhi delivered his invited talk on, 'Managing Knowledge (Information) Resources' and discussed as how the library based resources and services may be spread among the students to make the library a vibrant entity. Mr. Subash Deshmukh, Librarian, Guru Gobind Singh Indraprastha University, New Delhi delivered his invited talk on, 'Knowledge Management' and emphasized the need to do a Return on Assets assessment for the resources and services they are subscribing. Dr. Naushad Ali from Aligarh Muslim University, Aligarh spoke on 'Subject Information Gateway in Information Technology (SIGIT): An Access to Quality Information Resources in Information Technology'.

The Second Plenary Session was chaired by Prof. I.V. Malhan, and Dr. P.K. Jain, Librarian, Institute of Economic Grow (IEG), University of Delhi (North Campus) Delhi, was the Co-Chair. Invited talk was

delivered by Dr. K.P. Singh of the University of Delhi on 'All India Libraries and Librarians Management Information System' (AILLMIS), an online library professionals' directory from whole of the India.

Three contributory papers were presented by Ms. Dimpy Handa on, 'Theories of Knowledge Management', by Prof. Rajesh Bajaj on 'Implementation of Knowledge Driven Innovations' and by Mr. Tarvinder Singh Handa on 'Knowledge Management in Libraries: The Process and Cycle'. Prof. Bill Cope from University of Illinois, United States of America delivered his presentation through Skype.

The Third Plenary Session was chaired by Prof. K.L. Mahwar, Dean, Babasaheb Bhimrao Ambedkar University, Lucknow and Dr. Sanjay Kataria, Jaypee Institute, Noida was the Co-Chair. Mr. Rajesh Singh, University of Delhi delivered the invited talk on 'Managing Information in Digital Information Environment'. He presented the case study of Delhi University Library System covering its resources, services and products. There were two contributory presentations in the Session titled 'The Open Source Software for Library Management: An overview' by Mr. Anil Kumar Jharotia and 'Reaching out to the users with innovative technologies in university libraries: A Case Study of the Central Library, Jawaharlal Nehru University' by Mr. Mahesh Chand.

The Second Day of the Conference witnessed three invited talks and three Plenary Sessions by Dr. P R Goswami, Dr. Narendar Kumar and Dr. R K Bhatt and presentations of twelve contributed papers.

It was concurred that Knowledge and Innovation are inseparable from each other since they drive economies around the world. Knowledge producers and users endeavor to leverage the ideas, technologies, know-how and expertise on which their competitiveness depends. In simple terms, innovation is the application and transmission of knowledge from research to development and application. Now sharing knowledge through collaborative innovation has become increasingly important. It was further argued that knowledge management is a developing body of methods, techniques, tools, and values which organizations use to acquire, create, develop, share, transfer and apply knowledge to provide a return on their intellectual assets. For organizations to innovate – and thus sustain competitive advantage – requires the ability to quickly adapt to the business environment and save time-to-market. This adaptation requires learning, problem-solving, and the creation and integration of relevant new knowledge in response to business needs. The core components of KM – People, Process, Content and Technology, are the People component that is increasingly regarded as the lynchpin of successful organizational innovation. Information- as a concept has been considered and contrasted extensively with such terms as data, knowledge, and wisdom.

One of the recurring and common thread which held the discussion together was to have a focused approach on the emerging paradigm of knowledge economy and deftly strategize to leverage its advantages for the common benefit of library users. However the canvas was larger enough to cover other allied areas too. It was indeed a fitting tribute to the demands of our time, concerns of a growing knowledge driven economy to have such large group on a common platform and allow a free flow of arguments and ideas.

It was stressed by the Speakers that organizations are finding themselves buried in structured and unstructured data, as the use of online data resources, mobile tools, and social networking tools spread, there is growing need to capture, manage and share content and knowledge in new ways. Organizations are looking for solutions to retrieve and manage their content; unfortunately, many organizations lack the systems to do so. There are many interfaces to share information and knowledge content among employees, customers and business partners. The world has become small due to connectivity, knowledge has become strong currency to trade between individuals and groups, which requires cross-functional planning and expertise through information technology and ultimately it promotes creativity. There's no single tool or software package that captures the imagination of the organization to look into as one stop solution for storing and managing the contents and knowledge and to bring in compatibility between storage devices and human resources. Prof. Rajesh Bajaj, Coordinator, Tecnia presented Vote of Thanks.

Short Term Training Program on Thinking about Thinking

Indian Society for Technical Education (ISTE) approved short term training program on 'Thinking about Thinking' is going to be conducted by Institute of Technology, Nirma University, Ahmedabad from June 30th –July 11th, 2014. Dr K Kotecha, I/c Director,