



TECNIA

INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE



International Conference

on

**Revisiting Indigenous Knowledge and
Development under New Technological Innovations
and Notable Changes-Adapting NEP**

Friday 28th July 2023

Venue: Tecnia Auditorium, New Delhi



Organised by:

**Department of Journalism & Mass
Communication, TIAS**

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ABOUT US

Tecnia Institute of Advanced Studies (TIAS) – is one of the Premier institutes, set up under the aegis of the Health & Education Society (Regd.), – a body registered under the Society Registration Act XXI, 1860. TIAS is Grade 'A' Institute duly recognized by All India Council for Technical Education, Ministry of Education, Govt. of India and is affiliated to Guru Gobind Singh Indraprastha University, Delhi; Recognized under Section 2(f) of UGC Act, 1956 established in the country's capital in the year 1998 as an educational and professional centre, with an aim to provide technical knowledge required for the career development of young generation by way of providing the quality education.

ABOUT THE DEPARTMENT OF J&MC

The Tecnia Institute of Advanced Studies' most sought-after and prestigious undergraduate programme BA(JMC). The Syllabi and Curriculum Framework for BA (Journalism & Mass Communication) degree programme effective from session 2016-17 onwards by Guru Gobind Singh Indraprastha University intended to design a broad learning framework to provide the human capital needs of the ever-changing Media and Entertainment Industry (M & E Industry). It also aims to inculcate and empower learners to innovate, incubate and acquire entrepreneurship abilities along with professional and employable skills. It is also designed to imbibe primary research culture among learners to encourage Research and Development (R & D) potentials. It has also been structured to prepare undergraduates to achieve skills for the digital and cyber world of the present and future eras. The programme incorporates current and futuristic trends in the Media and Entertainment Industry with Graduate Attributes (GAs) such as disciplinary knowledge and skills, influential and effective communication, self-directed learning, critical thinking, problem-solving abilities, digital empowerment, ability to apply knowledge, lifelong learning, analytical reasoning, research-related skills, cooperation/teamwork, scientific reasoning, reflective thinking, multicultural competencies, leadership readiness/qualities, ethical reasoning, global vision, professional commitment and sensitizing with Sustainable Development Goals (SDGs) of United Nations. It also aims to build future-ready professionals and socially responsible global citizens working in multicultural environments contributing to the attainment of global peace.



CONFERENCE OVERVIEW

The Indigenous Knowledge and Development conference will provide an excellent international forum to examine the relationship between knowledge sharing and innovative technologies, their applications, and future challenges in various sectors. This conference will discuss the vital sources of information and practises that have aided in sustainable development, particularly in rural areas. The relevance and persistence of indigenous knowledge systems have been put to the test, nonetheless, by the rapid rate of technological advancement and globalisation.

The conference is structured around a series of sub-themes, including the use of indigenous knowledge and artificial intelligence as a medium of communication, and the changing dimensions of media and society in the Amrit Kaal period. Other sub-themes include the role of women in development during Amrit Kaal and the potential of Amrit Kaal as a source of inspiration and renewal for contemporary Indian society. During the conference, participants would engage in lively discussions, sharing their perspectives and experiences related to the integration of indigenous knowledge into development initiatives. Presentations and panel discussions will feature a diverse range of voices, including representatives from indigenous communities, academics, policy-makers, and practitioners. These key themes and recommendations will highlight the importance of a collaborative and participatory approach to the integration of indigenous knowledge into development initiatives, the need for ethical and culturally sensitive approaches to the use of technology in preserving and disseminating indigenous knowledge, and the potential of indigenous knowledge to inform and enhance sustainable development policies and programs.

The Academic International Conference on Indigenous Knowledge is a platform for researchers, scientists, scholars, students and industry professionals from around the world to present their current research and foster alliances with peers. The goal of this Conference is to bring together researchers and practitioners from academia and industry to focus on understanding Modern engineering and applied sciences concepts and establishing new collaborations in these areas. Authors are solicited to contribute to the conference by submitting articles that illustrate research results, projects, surveying works and industrial experiences that describe significant advances in the areas of Studies and Education. The Conference will also have a space for companies and institutions to present their innovations and research results.

OBJECTIVES

- To offer a forum for academics, professionals, and indigenous people to share and exchange information about incorporating indigenous knowledge into development projects in light of recent technological advancements and significant changes.
- To critically assess the obstacles, dangers, and opportunities related to the use of digital technologies for the preservation, sharing, and revival of indigenous knowledge systems, and to investigate creative solutions to these obstacles.
- To create a set of practical suggestions and rules for the moral and responsible incorporation of indigenous knowledge into development projects, taking into account the viewpoints and requirements of indigenous communities and emphasising the significance of cooperative and participatory approaches to sustainable development.

CONFERENCE OUTCOMES

- Recommendations for the development of AI tools tailoring the needs and priorities of indigenous communities, promoting participatory and collaborative approaches to the design and implementation of AI-based interventions.
- Participants will explore the role of Indian knowledge systems in addressing contemporary challenges, such as climate change, healthcare, and sustainable development, and highlight the importance of preserving and revitalizing traditional knowledge in these contexts.
- Participants will also discuss the impact of technological change on media and society in the Amrit Kaal period, highlighting the potential of new media technologies to facilitate communication, social mobilization, and cultural expression.
- To develop a set of recommendations for the promotion of Amrit Kaal as a source of cultural and intellectual renewal, as well as the establishment of partnerships between scholars, practitioners, and indigenous communities to promote the integration of Amrit Kaal into development initiatives.
- Discussions will also focus on the significance and adaptability of indigenous knowledge systems in the face of globalisation and technological development, and how Amrit Kaal might serve as a source of creativity and inspiration for modern Indian society.

CONFERENCE HIGHLIGHTS

- All the accepted papers will be published in the UGC Care/Scopus-indexed international journals. Scopus has ISSN & Impact factor.
- Each author will receive two certificates: one for having their work published in a journal and another for having their work presented at a conference.
- Each conference paper will be published in the conference proceedings with an ISBN.
- The ISBN books would be released through International Publishing Houses.
- All accepted papers will be included in Researchgate and Google Scholar indexes.
- The conference will operate in hybrid mode, with paper presentations occurring both online and offline.

CALL FOR PAPER

Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies (TIAS), New Delhi, invites all the faculty members, research scholars/students, practitioners, and academicians to submit and present their research papers at International Conference on “Revisiting Indigenous Knowledge and Development under New Technological Innovations and Notable Changes” scheduled on July 28, 2023. Authors are requested to submit a soft copy of the complete research paper at tiasncmc@gmail.com.



SUB THEME

The following indicative topics, but not limited to, are welcome to be submitted for the conference:

- Indigenous Knowledge & e-Education
- Indigenous Knowledge & Artificial Intelligence: Medium of Communication
- Indigenous Knowledge & Role of Social Media Education
- Reviving Traditional Knowledge Systems for Sustainable Development & Social Innovation
- Innovation for Development through ICT
- Innovation for Development & Converting Knowledge to Value
- Use of Indian Knowledge in Developing Interventions and Innovations for Contemporary World
- Exploring the Glorious Past, Promising Present & the Future Roadmap
- Changing Dimensions of Media and Society in Amrit Kaal
- Nari Shakti for India's development during Amrit Kaal
- Amrit Kaal for Indians, by Indians and to the World
- Positioning India for the Future Amrit Kaal
- Public Policy Development for Amrit Kaal
- Pedagogy of Media Education and Digital Literacy
- Media and Communication Discourses in Digital Era
- Indigenous Knowledge, ICT & Media Education



REGISTRATION **DETAILS**

Corporate/ Industry/ Faculty/ Academicians	₹ 1200/-
Research Scholars	₹ 500/-
Students	₹ 300/-

PAYMENT **MODE**

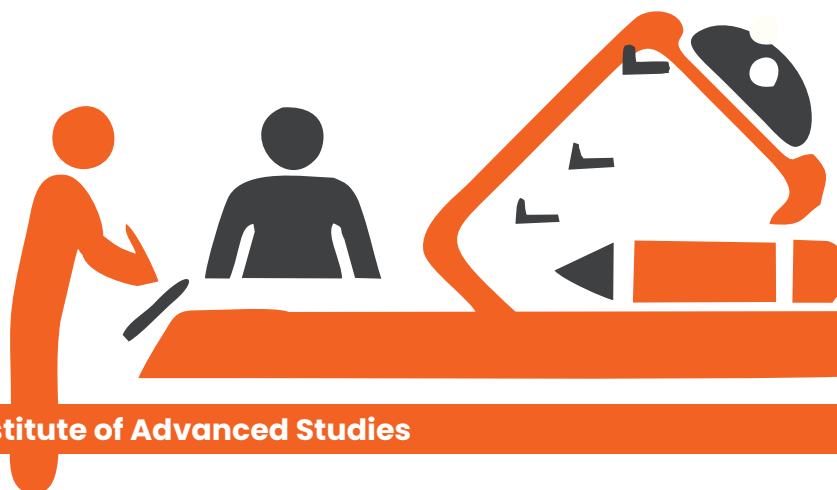
Account Holder's Name	Director Tecnia Institute of Advanced Studies
Bank Name	Kotak Mahindra Bank
Bank Branch Address	Sec. 8, Rohini, Delhi
Account Number	0015114648
IFSC Code	KKBK0000197

REGISTER HERE FOR **RESEARCH PAPER SUBMISSION**

E-Certificates will be provided to all registered paper presenters. No certificate will be issued for presentation in absentia.

REGISTER HERE AS AN **ATTENDEE**

E-certificates will be provided to all the attendees.



ABSTRACT & RESEARCH PAPER SUBMISSION GUIDELINES

1. Every paper must be accompanied by a cover page, which should include the title of the paper, name(s) of the author(s) and their affiliations, resident country and the complete postal and e-mail addresses and telephone numbers of the authors.
2. The Research Papers should be in a Word Document format, Times New Roman, 12-point font size with 1.5 line spacing, 1-inch margins and APA style of referencing.
3. The Word Limit for Research Paper is limited to 4500 words and must include the following: Title, Objectives of the study, Methodology, Findings, Conclusion/Implications/ Recommendations. Limitations (if any), Acknowledgements (if appropriate), References, Appendices (if appropriate).
4. Abstracts should be limited to 350 words.
5. The Institute has a strict anti-plagiarism policy, therefore, the authors must ensure the originality of the work.
6. Selected candidates will be informed through mail. The decision of the Review Committee regarding the selection of papers will be final and binding.

PUBLICATION

Selected research papers duly approved by the editorial team will be published in high-impact peer-reviewed international journals like UGC- Care, Scopus and ABDC listed Journals depending upon the quality norms of the research paper and applicable publication fee.

IMPORTANT DATES

Submission for Abstract	10th July 2023
Acceptance Notification	15th July 2023
Submission for Full Paper	24th July 2023
Conference Date	28th July 2023



ADVISORY BOARD

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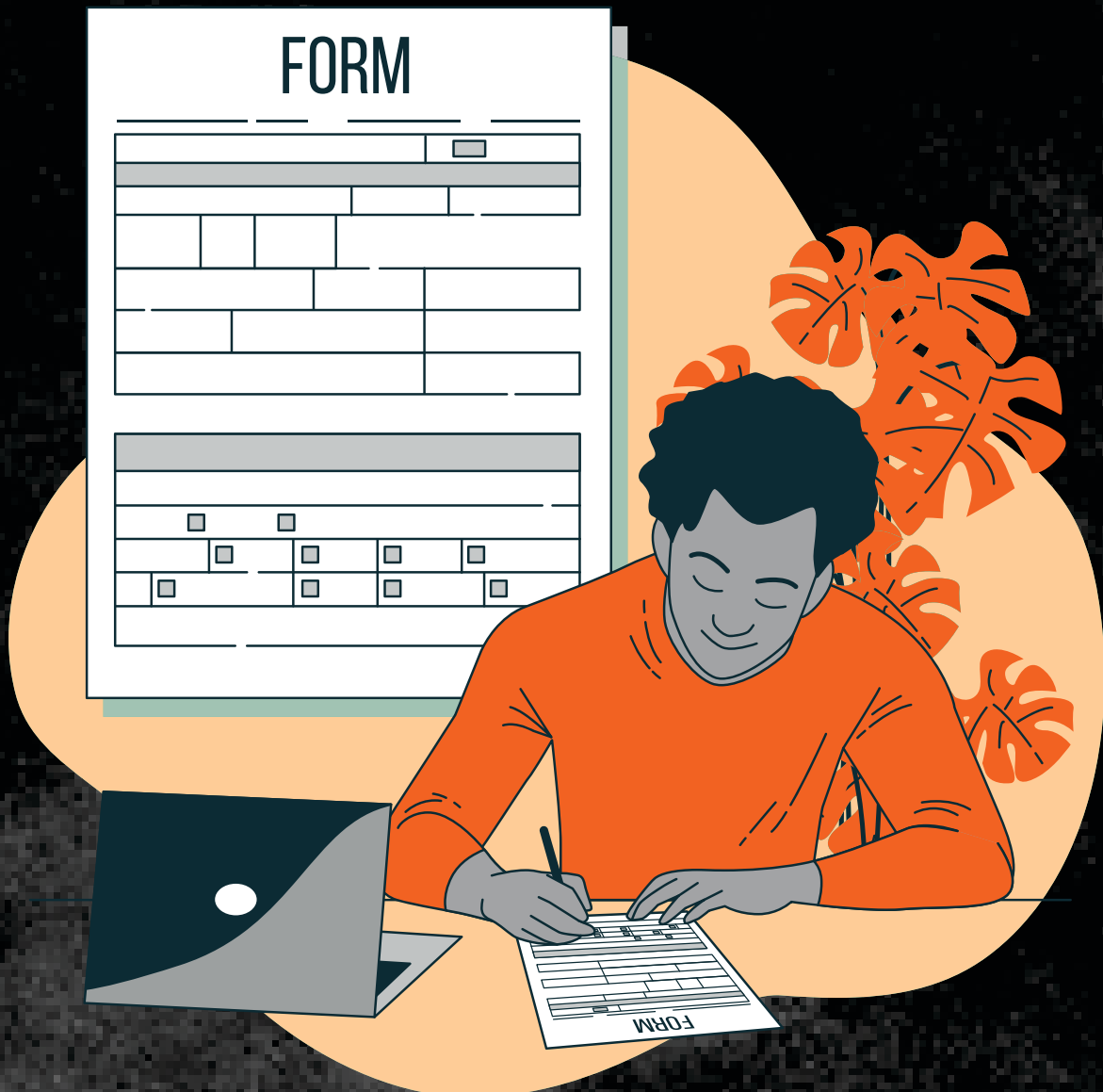
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STUDENT CO-ORDINATORS	Riya Sharma, Vaishnavi Deepanshu Sharma Ananya Jain

Link to **Register**

<https://forms.gle/aP3a6VENsi3v8VJ89>

Please **Note**

- Please fill the form neatly in capital letters.
- Last date for registration form submission: 10th July 2023.
- The fee includes conference material and refreshments. A certificate would be issued to the participants.
- Fee does not include accommodation or local/outstation travel. No refund will be allowed for cancellations made. Outstation candidates needing assistance in accommodation (on payment) may contact the Conference Convener at the address given below.





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GRADE "A" INSTITUTE

FOR ENQUIRIES

3PSP, Institutional Area, Madhuban Chowk, Rohini, Delhi-85

India Phone: 011 27555121-2223-24

Mobile: +91 9213131038, +91 8964028587

+91 9013494334, +91 9508416511, +91 7065983589

Conference E-mail : tiasncmc@gmail.com



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