MCSD – 2019

Asian Congress for Media & Communication, India Chapter's 2nd International Conference
On
Media & Communication in Sustainable Development

Organized by: Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan, India

Dates: February 11-13, 2019

Venue: Visva-Bharati, Santiniketan, Birbhum, West Bengal, India

About Asian Congress for Media and Communication

The Asian Congress for Media and Communication (ACMC) is a Philippine-based international professional organization for media, communication, and language education working through different country chapters. Our role and engagements are fundamentally oriented to a society of change as a venue for mobilizing intellectual capital and building networks and linkages.

ACMC India Chapter is involved in promoting the cause of improving communication and media education through multifarious activities such as organizing conferences, discourses, workshops and advocating policy changes in communication and information sector. This Chapter is also engaged in taking up causes of opening up work opportunities in government and private sector. Currently, it is headquartered at the Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan, West Bengal.

About Visva-Bharati, Santiniketan

Visva-Bharati was founded by the Nobel Laureate Gurudev Rabindranath Tagore in 1921 with the vision of imparting quality man-making education to the students. The University has under-tree school from pre-primary to higher secondary as its constituent unit which Tagore founded in 1901. His vision of holistic education through natural progression from childhood to adulthood, and making participatory contribution in the neighbourhood is demonstrated in the activities and programmes of the University. In borrowing the motto of the institution from the Yajur-Veda (Chapter XXXII, Verse 8), i.e., 'yatraviśvaṃbhavatyekanīḍam' (where the world comes in one nest), Gurudev Rabindranath Tagore had envisaged Visva-Bharati as the meeting place of scholars and practitioners from across the globe. In May 1951, the Govt. of India declared Visva-Bharati to be "An Institution of National Importance" and accorded it the status of a Central University through Parliamentary procedure. Till date, the institution continues to draw inspiration from its founder's vision and strive towards academic excellence that may contribute towards human welfare.

About the MCSD Conference

The International Conference on Media & Communication in Sustainable Development is a chain of events inviting interactions from scholarly minds and field practitioners across the globe on theories, policies, innovations and practices in and for sustainable development. The chain commenced in 2016 with the coming together of academics, researchers, prominent practitioners, policy-makers and innovators from ten (10) countries across four continents in different domains of communication studies, politics, traditional and new media, business, information science, volunteerism and their related practices.

In this edition (2019) too, the attendees will interact with a variety of leading researchers, grass-root level communication workers, development organizations, policy-makers and prominent academics in the field. The conference will combine three days of discussions, plenary, paper, poster and panel sessions providing a learning opportunity for both young minds and senior delegates. The conference will be, apart from academics, equally beneficial to social entrepreneurs, policy-makers, communication practitioners and social-marketing strategists. The conference shall present a golden opportunity to all the participants to have a closer understanding of the academic field as well as the policy sector and the market needs.

Conference Objectives

This conference series has been proposed to fulfill the following objectives:

- To recognize and present ideas and experiments from the Communication trans-discipline which may inform and aid programmes for attaining 'Sustainable Development Goals' declared by United Nations organization.
- To explore issues in 'Corporate Social Responsibility' practices and 'Social Marketing' vis-à-vis 'Sustainable Development' at grass-root, national and global levels.
- To explore how the concerns of 'Sustainable Development' can be addressed by 'Community Informatics' and 'Digital Media' interventions.
- To explore avenues of utilizing indigenous knowledge and physical resources in sync with the socio-cultural reality and traditional values of communities towards accomplishing the 'Developing Communities From Within' (1998) that may boost the community happiness index.
- To bring to fore findings and generalizations from researches (both theoretical and applied) in the

broad canvas of 'Devcom' appropriate for the 'pluri-dimensional' concept and reality of 'Ecologically Sustainable Trans-generational Progress' (2011).

Conference Grants

Few ACMC India Grants in the form of registration fee waiver are available to support the participation of deserving young researchers from the developing countries. Please write to us if you need to be considered for a grant to facilitate your participation in the conference. The application needs to be submitted with supporting documents. The process will begin only after a paper has been selected.

Conference Awards

Awards are given to select participants, except those in the committee of the conference and ACMC India Chapter (during any period within last six years) on the basis of jury decision. Each of the best paper awards will carry a citation and a prize. The best paper awards will be announced in the valedictory session of the conference.

Who Should Attend

Participation is strongly encouraged from community of development communicators including:

- Academicians (Faculty & Independent Researchers)
- Research Scholars and Other Students
- Development Journalists
- Folk Media for Development Practitioners
- Print Media Professionals
- Public Service Radio and Community Radio Broadcasters
- Television, Video and Film Professionals

- Information and Communication Technology Practitioners and Scholars
- Mobile Communication Practitioners and Scholars
- Social Media Practitioners and Scholars
- Media Literacy and Media Education Scholars
- Media Campaign and Social Intervention Specialists
- Corporate Social Responsibility Practitioners

Call for Papers/Panel and Mode of Participation

Research papers are invited from researchers and practitioners preferably on any one or more of the following premises (though not strictly limited to them):

- **Perspective Building:** Exploring possibilities of conceptualization and theorizing in different perspectives relevant to the field.
- **Field-Work Studies**: Bringing to fore perception and action studies relevant to the field.
- **Case Studies:** In-depth case studies or meta-analysis of earlier works- case studies and perception and action studies relevant to the field.
- **Experimental Studies:** Reporting relevant experiments conducted at the micro level that may be tested at the macro level for conceptual validity.

Aspiring contributors are welcome to submit abstracts of their proposed papers/posters within 300 words to the conference by **November 20, 2018** at mcsd2019@gmail.com.

The abstract should clearly state the aim of the research paper, research question/s considered, method/s used, and brief of findings. The abstracts are expected to be sent only after working on the paper to a significant extent to increase chance of acceptance. All submissions will be sent for blind peer-review.

Please mention '**Abstract Submission'** in the subject line of your email to facilitate speedy blind peer-review. Send

all attachments in word file (preferably in Word 2007/2010). Upon the intimation of acceptance of abstract, the full paper (preferably within 4000 words) should be submitted within **December 23, 2018.** Upon the intimation of acceptance of the full paper, camera-ready copy should be submitted within **January 10, 2019**.

All abstracts and papers should be submitted electronically only at mcsd2019@gmail.com. Submissions to personal email IDs of conference organizers will not be considered for blind peer-review.

Panel proposals should be addressed to the General Chair of the conference by the proposer indicating which 'conference objective' would be served by the panel discussion. Panel proposals should be sent within **December 15, 2018**.

Format for Abstract/ Paper Submission

Abstracts/full papers must be sent in two separate attachments. The first attachment should include the paper title, author name, position, institution, conference premise to which it belongs, type of research paper and short biography of author (100-150 words). The second attachment should contain only the abstract/ full paper with title. No information revealing the identity of the author should be given in the second attachment.

First Attachment:

a. Paper title
b. Author name, position, institution
c. Conference premise to which it belongs
d. Type of research paper
e. Short biography of author (100 - 150 words)

Second Attachment:

a. Abstract/ full paper with the title

Important Dates

- **Abstract Submission Starts:** November 01, 2018
- **Abstract Submission Ends:** November 20, 2018
- **Abstract Acceptance Note:** November 25, 2018
- **Panel Proposal Deadline:** December 15, 2018
- **Full Paper Submission Deadline:** December 23, 2018
- **Full Paper Acceptance Note:** December 31, 2018
- **Camera-Ready Copy Submission:** January 10, 2019
- **Conference Dates:** February 11-13, 2019

Registration Dates

General participants (without presentation) can register themselves from December 1, 2018 to January 20, 2019. Accepted paper presenters should register themselves within 10 days of the intimation of full paper acceptance but not later than the deadline.

- **Registration Starts (for General Participants):** December 1, 2018
- **Registration Ends (for Paper Presenters):** January 10, 2019
- **Registration Ends (for General Participants):** January 20, 2019

Registration Fees

Registration Fee (International Delegates)			
Media/ Corporate Professionals	Academicians	Research Scholars	Students
175 Euros	150 Euros	75 Euros	40 Euros
USD 200	USD 170	USD 85	USD 45
Registration Fee (Indian and Other South Asian Delegates)			
Media/ Corporate Professionals	Academicians	Research Scholars	Students
Rs. 2500	Rs. 2000	Rs. 1200	Rs. 500

The Registration Fee of the conference includes:

- Entry to all sessions / workshops
- Lunch, Dinner and Coffee breaks at the venue
- Certificate of Paper Presentation/ Participation
- Conference Proceedings (Electronic Copy)
- Conference Badge and Kit
- Conference Gallery (Photo/ Video)

*** Please note that there shall not be any relaxation in the registration fees for participation in absentia. Details of Registration fee payment shall be intimated to the paper presenters after final acceptance of the papers. General participants should express their interest through email for getting the registration fee remittance details.

ACMC India Conference Organization Team

Advisors

- **Prof. Kiran Prasad**, Dept. of Communication and Journalism, Sri Padmavati Mahila University, Tirupati, India & Secretary for Communication Education, ACMC
- **Prof. Mohammad Sahid Ullah**, Dept. of Communication and Journalism, Chittagong University, Bangladesh
- **Prof. Md Sidin Ahmad Ishak**, University of Selangor, Malaysia; Managing Editor, The Journal of Development Communication

General Chair

- **Prof. Biplab LohoChoudhury**, Centre for Journalism and Mass Communication (CJMC), Visva-Bharati, Santiniketan, India & Country Director, ACMC India

Organising Committee Chairs

- **Prof. Baharul Islam,** Chairperson, Center of Excellence in Public Policy, Indian Institute of Management, Kashipur, India

- **Prof. Vikas Kumar,** Professor & Dean, Faculty of Commerce & Management, Chaudhary Bansi Lal University, Haryana, India

Programme Committee Chairs

- **Prof. B. K. Ravi**, Registrar, Bangalore University, Bangalore, India
- **Prof. R. K. Madhavi Reddy**, Head, Department of Communication and Journalism, Savitribai Phule Pune University, Pune, India
- **Dr. Dev Vrat Singh**, Associate Professor & Head, Department of Mass Communication, Central University of Jharkhand, Ranchi, India

Media and Publicity Chairs

- **Prof. Shivaji Sarkar**, Dean & Director, Journalism & Mass Communication, Mangalayatan University, Aligarh, India
- **Prof. Kripa Shankar Chaubey**, Dean, Mahatma Gandhi International Hindi University (Kolkata Centre), Kolkata, India
- **Prof. Mrityunjoy Chatterjee**, Director, School of Communication, NSHM, Kolkata, India

Conference Secretariat

General queries related to the conference (logistics etc.) may be directed to the Conference Secretariat:

- Mr. Kapil Kumar Bhattacharyya
  Guest Faculty, CJMC, Visva-Bharati, Santiniketan, India;
  Mobile No.: +91 98303 79825
- Mr. Sayan Sarkhel
  Production Engineer, Visva-Bharati Studio, Santiniketan, India; Mobile No.: +91 80172 72821

** Any mail regarding general queries should be mailed to acmcindia.internationalevent@gmail.com. For additional information and updates regarding the conference, please visit the Facebook Page: https://www.facebook.com/acmc.conf