



KISHINCHAND CHELLARAM COLLEGE
 DEPARTMENT OF MASS MEDIA
 and
BOMBAY TEACHERS' TRAINING COLLEGE
 and
JÖNKÖPING UNIVERSITY



CCD RESEARCH GROUP
(COMMUNICATION, CULTURE AND DIVERSITY)

Present



MEDIA SUMMIT
VII INTERNATIONAL
CONFERENCE

LeaDMe

LEARNING, DIGITALIZATION AND MEDIA

February 13-15, 2020.





ABOUT H(S)NC BOARD

The Hyderabad (Sind) National Collegiate Board, (H(S)NC Board) was founded in the year 1921 in Hyderabad (Sind). It was destined to play a crucial role in the lives of millions of students in Mumbai after the partition of the subcontinent into India and Pakistan. A dream, a strategy, a hope and a changed political situation seem to have been the basic ingredients of what is today a reputed chain of well-managed colleges under the H(S)NC Board.

The vision of the Founding Principal K. M. Kundanani realized the need for the present and futuristic academic development of the displaced Sindhi community. He together with Late Barrister Hotchand G. Advani started the Hyderabad (Sind) National Collegiate Board in Mumbai in 1949.

The first college under the aegis of the board was named Rishi Dayaram National College, Bandra. This was followed by a chain of Educational Institutions committed to teaching and research in Arts, Science, Commerce, Management, Education, Law, Pharmacy, Engineering and Technology. Today, the H(S)NC Board manages 25 educational Institutions with approximately forty thousand students.





ABOUT KC COLLEGE, MUMBAI

Kishinchand Chellaram (KC) College was established in 1954 under the aegis of the Hyderabad (Sind) National Collegiate Board. The college has been re-accredited with an **A grade** by NAAC in three consecutive cycles. The college was adjudged as the Best College (Urban Area) by the University of Mumbai in 2015 and the institution has created a benchmark in the field of education. KC College has been awarded many laurels in various fields. In 2019, the college was awarded with **Star College** status by DBT (Department of Biotechnology) Govt. of India. Today it has the distinction of being one of the five colleges in Mumbai with the star status awarded by DBT. The college is also funded with the prestigious FIST program by DST (Department of Science and Technology) Govt. of India.

The college has a very impressive list of companies where the students have been placed post their studies from graduation to PhD. KC College is recognized as one of the finest colleges in South Mumbai, which lays great emphasis on the holistic development of its students.





ABOUT BOMBAY TEACHERS' TRAINING COLLEGE, MUMBAI

The Bombay Teachers' Training College (BTTC) has created a brand name for itself through its commitment to quality since its inception in 1969. The college of education functions under the umbrella of the Hyderabad (Sind) National Collegiate Board which has always shown visionary leadership. The college has been re-accredited **A Grade** in all three cycles by NAAC - it is its endeavor to maintain this benchmark to achieve the goal of excellence. The college is affiliated to the University of Mumbai and recognized by the National Council for Teacher Education (NCTE).

BTTC has grown from strength to strength in varied academic spheres during the 50 years of its existence. It started with a B.Ed. course and now it has programmes from pre-primary to Post Graduation level. BTTC has carved a niche as a reputed center of teacher education in South Mumbai. The role of the teacher has changed over the years and BTTC continues to be a catalyst and contributes significantly to changing the scenario of education. It has provided a platform to hone the skills required to be effective teachers. The college also imparts value-added courses to bridge the gap between the prescribed curriculum and the skills needed in current times. BTTC's placement cell ensures that its students and alumni are placed locally and globally.





ABOUT JÖNKÖPING UNIVERSITY, SWEDEN

Jönköping University (JU) is a young professional-oriented university characterised by a high degree of internationalization, an entrepreneurial spirit and extensive collaboration with its surrounding society. It is one of the three Swedish private, non-profit institutions of higher education with the right to award doctorates.

The study environment at the School of Education and Communication, where the CCD (Communication, Culture and Diversity) Research Group is situated, is of the creative and inspiring kind. Here, the distance between teachers and students is short, and there is always room for discussion. The School of Education and Communication offers programmes in communication and marketing, international work, human resources and teacher education.

Jönköping University has signed Memorandums of Understandings (MOU's) with KC College, the University of Mumbai and SNTW University with the aim of establishing sustainable exchanges of staff and students. It is in the process of establishing a similar collaboration with BTTC. Currently JU and KC College have an on-going staff exchange project, funded by the Swedish grant Linnaeus Palme 2019-2021.





ABOUT CCD-COMMUNICATION, CULTURE AND DIVERSITY, JÖNKÖPING UNIVERSITY, SWEDEN

The multi-disciplinary and international network-based research group CCD-Communication, Culture and Diversity, focuses on issues of learning and communication inside and outside institutional educational settings (preschool, compulsory school, upper secondary school and adult education) and places of work (government agencies, health care sector, non-for-profit establishments, etc). CCD was established during the second half of the 1990's at Örebro University, Sweden. It was relocated to the School of Education and Communication at Jönköping University in 2016.

The three central terms: Communication, Culture and Diversity, come together in CCD with the purpose to form both a perspective and a point of departure for research on communication in analogue-digital-virtual-real settings. Each of the terms functions as an object of study as well as methodological and theoretical points of departure.

(For more information on CCD's activities, including projects, visit www.ju.se/ccd)





ABOUT DEPARTMENT OF MASS MEDIA, KC COLLEGE, MUMBAI

The Department of Mass Media was listed among the Top 10 Mass Communication Departments in the country by the India Today magazine for seven times in the last ten years and also among the Top 10 by The Week magazine in 2019. Keeping in view the increasing demand of media professionals, the department has been successfully offering undergraduate degree courses - Bachelors of Mass Media (BMM), BA in Film, Television and New Media Production (BAFTNMP) and two, two-year Postgraduate Degree Programs Masters in Communication and Journalism (MACJ) and Masters in Entertainment, Media and Advertising (MA-EMA). All courses are affiliated and recognized by the University of Mumbai.

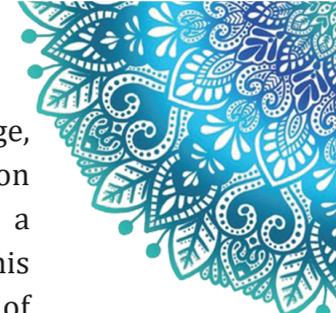




CONFERENCE THEME: **LeaDMe**

Issues related to Globalization, Digitization, the Glocal village, Virtual learning, Customized Media for entertainment and Education for the future, have emerged in recent times or have undergone a major change as the world surges into the third decade of this millennium. These issues can no longer remain in the confines of research endeavours in the global-North. Nor are they ideas that can remain as dimensions of the imagination of a few sci-fi and fantasy writers. Issues of learning, digitalization and media are closely intertwined and need to be recognized in terms of the opening of a Pandora's Box that enables new possibilities for generating glocal knowledge where multidisciplinary oriented scholars collaborate across the global-North and global-South.

The LeaDMe, Learning Digitalization and Media International Conference has been conceptualized as a strategic initiative for a theoretical research-oriented conference meeting (13-14 Feb, 2020) and a cross-sectorial platform (15 Feb, 2020) that brings together various sectors and professionals engaged in the enterprise of education, digitalization and media. It is jointly hosted by three institutions – two from Mumbai, India and the third multidisciplinary-oriented from Jönköping, Sweden.



LeadMe Sub Themes

LeadMe sub-themes, include but are not restricted to:

- Online Learning
- Digital tools for marginalized students
- Story telling in and across media
- Media - Possible worlds and games
- Creative activism in analogue-digital media
- Critical thinking through creative media
- In/exclusive communicative practices in analogue-digital settings
- Media ethics and digital space
- New media and socio-economic informatics
- Content creation and challenges
- Online community development and marginalised sections of the society
- Expanding media markets across digital platforms
- Understanding Cultural Studies through Digital Dialogue
- Student-focussed Digital Curricula
- Digital Educational Reforms
- Innovative Re-use of Digitized Cultural Content
- Entrepreneurship in Digitized Education
- Professional Development in the Digital Environment
- Virtual World of Learning and Assessment
- Repositioning of Pedagogies for e-learning
- Reinventing the Digital Classroom Spaces

COMMITTEE

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Mr. Kishu Mansukhani- Trustee and President, H(S)NC Board

Mr. Anil Harish- Trustee and Immediate Past President, H(S)NC Board

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Ms. Maya Shahani, Trustee, H(S)NC Board

Mr. Lal Chelleram, Trustee, H(S)NC Board

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CONFERENCE CHAIRS:

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Dr. Bhagwan Balani, Principal, Bombay Teachers' Training College, Mumbai, India

Dr. Marie Öhman, Principal/Dean, School of Education and Communication, Jönköping University, Sweden

CO-CHAIRS:

Dr. Sangeeta Bagga-Gupta, CCD, School of Education and Communication, Jönköping University, Sweden

Mr. Smarajit Padhi, Vice Principal, KC College

Dr. Shalini R. Sinha, Vice Principal, KC College

CONFERENCE CONVENERS:

Ms. Manjula Srinivas, Head, Department of Mass Media, KC College, Mumbai, India

Dr. Ylva Lindberg, CCD senior leader, School of Education and Communication, Jönköping University, Sweden

Dr. Neelu Verma, Bombay Teachers' Training College, Mumbai, India



COMMITTEE



CONFERENCE SECRETARY:

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Ms. Nikita Hiwalkar, Department of Mass Media, KC College, Mumbai, India

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PEER-REVIEW COMMITTEE:

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Dr. Anette Almgren White

Dr. Pratima P. M.



ABSTRACT FORMAT

- Please mark your abstract with “Paper proposal for the LeaDMe research conference 13-14 February 2020”.
- State the name(s) of the author(s), institutional affiliation(s) and e-mail address at the top of the page.
- The abstract should include the aim of the study proposal, the theoretical orientation (including references), the methodology used, the (expected) main results and conclusions. The abstract must have a clear connection to the LeaDMe conference theme and to issues related to the global-North and global-South.
- Language of abstract: English
- Length of abstract: 500-600 words (not including references, please include a maximum of 5 key references)
- Times New Roman, 12 point, single-spaced
- Please follow APA 6th Edition for references
- Submit your abstract as a Word document to **leadme2020conference@ju.se**
- Include a short bio, max 50 words along with a passport size photograph for each author; You are welcome to submit an abstract for a single- or co-authored abstract.
- Selected and reviewed papers presented during the conference will be published in the post-conference proceedings in the form of a book with an ISBN tag.
- Selected abstracts will be published in the pre-conference journal with ISSN tag

REGISTRATION and FEES

Early Bird Registration	Fees
Mumbai Students	1000 Indian Rupees
Non-Mumbai Students	2000 Indian Rupees
Mumbai Delegates	4000 Indian Rupees
Non-Mumbai Delegates	6000 Indian Rupees
International Delegates	400 US Dollars

Regular Registration	Fees
Mumbai Students	2000 Indian Rupees
Non-Mumbai Students	3000 Indian Rupees
Mumbai Delegates	5000 Indian Rupees
Non-Mumbai Delegates	7000 Indian Rupees
International Delegates	500 US Dollars

Late Registration	Fees
Mumbai Students	3000 Indian Rupees
Non-Mumbai Students	4000 Indian Rupees
Mumbai Delegates	6000 Indian Rupees
Non-Mumbai Delegates	8000 Indian Rupees
International Delegates	600 US Dollars

- Limited on-site registration- subject to availability.
- Registration fees once paid will not be refunded.
- Registration fees for non-Indian delegates includes boarding and lodging for the period of the conference i.e. 3 nights and 4 days. All queries regarding accommodation should be sent to kccbmm@gmail.com
- Delegates from India will be assisted for boarding and lodging upon request.
- Registration fees covers all days of the conference.
- **13th and 14th February 2020: Theoretical research oriented conference.**
- **15th February 2020: Cross-sectorial sessions**
(Special registration fees for corporates: on request)



MEDIA SUMMIT

IMPORTANT DATES

30th October 2019: Final call for abstracts
15th November 2019: Abstract submission deadline
6th December 2019: Notification of acceptance
15th December 2019: Registration opens
23rd December 2019: Early bird registration shuts
30th December 2019: Regular registration shuts
30th January 2020: Late registration shuts
Limited on-site registration- subject to availability

NEFT Details for Online Payment:

Account Name: Kishinchand Chellaram
College- Unaided Co
Bank Name- Axis Bank
Account Number- 911010022170565
IFSC Code- UTIB0000695

For More Details, Please Visit:

www.kccollege.edu.in
www.bttc.edu
www.ju.se
www.ju.se/ccd/leadme2020