



# TILAK SCHOOL OF JOURNALISM & MASS COMMUNICATION

Chaudhary Charan Singh University, Meerut

One Day  
National Conference  
on

indian knowledge  
इण्डियन अण्डे लखीव

Date: 27th March 2024

Venue: Tilak School of Journalism & Mass Communication



researchtsjmc@gmail.com



tsjmc\_ccsu



<http://forms.gle/pNPuf21TBGFqr2NA>

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### Co-Organizing Secretary

**(Research Scholar)**

**LAVI SHARMA**

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## ABOUT THE UNIVERSITY



Chaudhary Charan Singh University (formerly, Meerut University) was established in 1965, to cater to the needs of higher education in Western Uttar Pradesh. The University celebrated its silver jubilee in 1991. Presently, it is one of the premier educational institutions of the country encompassing a vast, beautiful and pollution-free campus which sprawls over 222 acres of land having vast playgrounds and experimental fields, botanical garden, rose garden with life-size statue of the late Prime Minister Ch. Charan Singh, Gymnasium, Indoor Stadium, well equipped Library, Hostels for both girls and boys, Administrative Block, Spacious Auditorium, Guest House, Community Center, Medical Center, Residential Quarters for faculty members and employees, Canteen, Bank and Post office. The teaching department belonging to different faculties, are housed in spacious buildings and have well-equipped laboratories and advanced facilities. Chaudhary Charan Singh University Meerut is now NAAC A++ accredited University with 3.66 CGPA.

## ABOUT THE DEPARTMENT



Established in 2001, Tilak School of Journalism & Mass Communication (TSJMC) is one of the pioneer institutes for Journalism & Mass Communication in North India. TSJMC is determined to nurture the budding journalist with ever-growing demand of media industry and mass communication sector. It's our belief that New Generation of mass communicators should be handled and developed with care as they are new world builders and frontiers of the nation. We are the pride of the university as we believe to impart broad knowledge, technical skills and ethical behavior to our students. This will help them give their best to the society and build a better world through their pens. The Department is regularly on the path of progress and achieving new land marks every year. According to 'THE WEEK' magazine we are 1st and the only government institution in Uttar Pradesh and 4th at National level to achieve this rank.

# ABOUT THE CONFERENCE

## INDIAN KNOWLEDGE SYSTEM AND MEDIA

Indian knowledge system existed since ages in all aspects of life. It was rather the life style that was deep rooted in all the practice of everyday chore but has now been overshadowed by Western ways of thinking and changed the mindset and practices of Indians and so was our communication system that was very strong, logical, and long-lasting and the same was deeply imbedded in our ethics and standards. As communication is backbone of any society, culture or nation. It becomes very important at this point to understand the relevance of media in present scenario to revive its role in exploring its various facets, importance and so that it can become an important instrument in reviving the 'Indian Knowledge System'. Media can also become the significant instrument in simplifying and bringing the old great texts of Bharat like all the Vedas, Upanishads, and other important historical texts of India to common people. New media can always become important tool in decoding the Bhartiya Bhashas and the great knowledge contained in it. In-fact the Digitization of Manuscripts can help to translate the old text of India specially the important text in major Indian 22 languages. Media can play instrumental role in exploring all the forms of expression like art, music and dance as these are not only the aesthetic due to arts but also forms of communication since centuries.

## CONFERENCE SUB-THEMES:

1. Vedas, Upnishad, Purana and Media
2. Bhagwat Geeta and communication
3. Indian Epics and Ethical Communication
4. Oral Tradition (Sruti Prampra) in Ancient Indian Society & Media
5. Bharat Muni's Natya Sastra: A Complete expression of Communication
6. Bhartiya Sant Prampra & Spritual Communication
7. Folk Tales, Folk Lores ,Folk Art & Media
8. Culture , Traditions, Art & Media
9. Ancient Bhartiya Education, Administration & Communication
10. Science, Technology & Media
11. Role of Communication in Bhartiya Trade & Commerce.

### IMPORTANT DATES

#### Abstract submission Deadline:

20 March 2024

#### Full Paper Submission Deadline:

25 March 2024

### ABSTRACT SUBMISSION Guidelines

#### ABSTRACTS

(250-350 word, Time new Roman  
12 pts font for English and  
Krutidev10 - 16pts Font for Hindi)

### REGISTRATION FEE

STUDENT	100 INR
RESEARCH SCHOLAR	200 INR
ACADEMICIAN/ PROFESSIONAL	300 INR

### MODE OF PAYMENT



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### FULL PAPER SUBMISSION

TITLE: Times New Roman, 12 Size Bold,  
Krutidev10- Size 18 Bold

TEXT: It should include Abstract, Introduction, Methedology,  
Conclusion and Reference (According to APA format)

Please submit abstract and full paper to [researchtsjmc@gmail.com]