



**Central University of Odisha, Koraput**

*Presents*

**International Conference**

**On**

**The Journey of Development in India:  
Reflections on Economic & Communication Scenario  
in 75<sup>th</sup> Year of Independence**



**28 & 29 March 2023  
(Hybrid mode)**

**CALL FOR PAPERS BROCHURE**

*Organised by*

**Department of Economics  
&  
Department of Journalism & Mass Communication**

## **ABOUT THE ORGANIZER**

### *Central University Of Odisha, Koraput*

The Central University of Odisha has been established by the Parliament under the Central Universities Act, 2009 (No. 3C of 2009). It is one of the 15 new Central Universities established by the Government of India during the UGC XI Plan period to address the concerns of "equity and access" and as per the policy of the Government of India to increase the access to quality higher education by people in less educationally developed districts which have a Graduate Enrollment Ratio of less than the national average of 11%. Koraput District of Odisha comes within the KBK region (Koraput, Bolangir and Kalahandi) which is still considered as an extremely underdeveloped region of the State of Odisha. These three districts of the State are known for tribal culture, because majority of the people here belong to ST and SC categories. Since there is no University or any other national level educational set up in this region the Central University is proposed to be established here so that it may widen the access to quality higher education in the country. Presently the CUO has 14 academic departments and are offering programmes in UG, PG, Integrated, Executive and PhD level.

Her Excellency the President of India is the Honorable Visitor of the Central University of India. Prof P V Krishna Bhatta, an eminent Academic Administrator is the Hon'ble Chancellor and Prof Chakradhar Tripathi is the Hon'ble Vice Chancellor of CUO.

### *About Department of Economics*

The Department of Economics under the School of Social Sciences had its humble beginning in the year 2011 and it has made a mark of itself in the state of Odisha as one of the premier Post Graduate Economics Department. The department has faculty members with different specializations. Furthermore, the department invites Professors of national repute to take classes and share their expertise. The department is offering many emerging, research oriented, mathematical and econometrics based elective courses in MA in Economics. To equip the students with research skills and prepare them for various avenues of employment, the department is providing research methodology and dissertation courses. As a leading teaching and research centre in India, the department holds field surveys, seminars, conferences, symposiums, panel discussions and interactive sessions regularly in the areas of tribal economics, development economics, rural economics, environmental economics, agricultural economics etc.

### ***About Department of Journalism & Mass Communication***

The Department of Journalism & Mass Communication was established in 2009, the year the CUO was established. The Department is presently running M.A. & PhD programme in Journalism & Mass Communication. The approach of the Department is to strike a balance between Academics and Industry-to develop analytical and research acumen among students as well as hone the professional skills needed to work in modern media sector. The Department is equipped with a Print Media Lab and High End Cameras for electronic media production. The Department regularly invites senior academics and industry experts for seminars and workshops. The students undergo internship in media houses as a mandatory exercise. Till date, the Department has organized several talks, seminars, International Workshop and published two E-Books with ISBN. The students of the department are well placed in reputed media houses. The Faculty members are regularly publishing research papers in reputed journals.

### **CONCEPT NOTE OF THE SEMINAR**

#### ***Introduction***

As India celebrates the 75<sup>th</sup> year of Independence it offers a unique opportunity to look back, introspect, reflect and look forward for a developed nation. From a newly decolonized nation to a country set to become a super power, India's development has come a long way. When India achieved freedom from British rule its economy was in tatters and it was technologically under developed. Slowly due to the hard work and dedication of its entrepreneurs and scientists, India built herself into an enviable nation which boasts of a robust economy, diverse population and a game changing in International Trade & Politics. From being an education hub of the world in ancient times to becoming the IT hub of the world today, the Indian landscape has come a long way. Taking 15th August 1947 as our frame of reference, we find that there are several fields like Science and Technology, Economy, and Human Development where India has shown remarkable progress. However, some fields like health and education still need to be taken care of. Let us look at these aspects of Indian development individually.

#### ***Background***

When the Britishers left India, they left behind a broken, needy, underdeveloped, and economically unstable country. After independence, India prioritized scientific research in its first five-year plan. It paved the way for prestigious scientific institutes like IITs and IISc. After just three years of independence, the Indian Institute of Technology has established in 1950. These institutions promoted research in India with the aid of foreign institutions. From launching its first satellite Aryabhata in 1975 to being the first country to reach the orbit of Mars, India has taken confident strides in the field of space research technology thanks to the Indian Space Research Organisation (ISRO). We can proudly state that India is standing at par with countries like USA and China, the same goes for the field of biotechnology also where India is producing

vaccines for the entire world. The success of UPI is also a case study for the world with 9.36 billion transactions worth Rs. 10.2 trillion in Q1 of 2022 only.

### *Economic Scenario*

India faced several issues following its independence, including illiteracy, corruption, poverty, gender discrimination, untouchability, regionalism, and communalism. Numerous issues have acted as major roadblocks to India's economic development. When India declared its independence in 1947, its GDP was mere 2.7 lakh crore accounting for 3% of the world GDP. In 1965, the Green Revolution was started in India by M. S. Swaminathan, the father of the Green Revolution. During the Green Revolution, there was a significant increase in the crop area planted with high-yielding wheat and rice types. From 1978–1979, the Green Revolution led to a record grain output of 131 million tonnes. India was then recognized as one of the top agricultural producers in the world. With the construction of linked facilities like factories and hydroelectric power plants, a large number of jobs for industrial workers were also generated in addition to agricultural workers.

The journey of India's development has its watershed moments in the setting up of industries by the government sector and dynamic entrepreneurs like the Tatas, Birlas and Ambanis. The nationalization of Banking and Insurance sector opened up employment opportunities for the educated middle class. In the early '90s Globalization and the subsequent opening up of Indian economy to foreign capital transformed the Indian economic scenario.

After over 75 years of independence, India has risen to become Asia's third-largest electricity generator. It increased its ability to produce energy from 1,362 MW in 1947 to 3,95,600 MW. In India, the total amount of power produced increased from 301 billion units in 1992–1993 to 400990.23 MW in 2022. The Indian government has succeeded in lighting up all 18,452 villages by April 28, 2018, as opposed to just 3061 in 1950, when it comes to rural electrification. In 1947 India had a population of 340 million with a literacy rate of just 12%. Today it has a population of nearly 1.4 billion and a literacy rate of 74.04%. The average life expectancy has also risen from 32 years to 70 years in 2022. In 1947, India had a population of 340 million with a literacy rate of just 12%, today it has a population of nearly 1.4 billion and a literacy rate of 74.04%. The average life expectancy has also risen from 32 years to 70 years in 2022. Though India has shown remarkable progress in terms of literacy rate, the quality of higher education is still a cause of major concern. There is not a single Indian University or Institute in the top 100 QS World University Ranking. With the largest youth population in the world, India can achieve wonders if its youth get equipped with proper skills and education. The health sector is also worrisome. The doctor-to-patient ratio is merely 0.7 doctors per 1000 people as compared to the WHO average of 2.5 doctors per 1000 people. A recent study shows that 65% of medical expenses in India are paid out of pocket by patients and the reason is that they are left with no alternative but to access private healthcare because of poor facilities in public hospitals.

Today India is the 5th largest economy in the world with 147 lakh crore GDP, accounting for 8% of global GDP. In recent years, India has seen a whopping rise of 15,400% in the number of startups, which rose from 471 in 2016 to 72,993 as of June 2022. This phenomenal rise in startups has also produced millions of new jobs in the country. The India of today is different from India at the time of freedom. In the 75 years of independence, Indian Infrastructure has improved drastically. The overall length of the Indian road network has grown from 0.399 million km in 1951 to 4.70 million km as of 2015, which makes it the third largest roadway network in the world. Additionally, India's national highway system now spans 1, 37, 625 kilometres in 2021, up from 24,000 km (1947–1969). The Covid-19 pandemic in 2020-21 has raised important concerns in the various economic sector and compelled us to reflect on our preparedness to combat this kind of calamity. India again set example in the whole world with its vaccination drive.

In the light of the above it is important to reflect on the changing scenario of India's economy. India aims to enhance its exports by becoming a producer rather than a consumer. With this aim, the government has laid importance on small scale & cottage industries and MSME. The Atmanirbhar Bharat and Start Up India are concepts set to revolutionize the development landscape of the country. Development in a broader sense encompasses both economic & human development. The proposed seminar throws light on a very interesting perspective of human development-the media & communication which is a significant player in development discourses especially in Indian context.

#### *Communication Scenario*

The consciousness and desire to become independent from the British rule was flagged off by a group of fearless patriots who took to the print media and published newspapers who strongly criticized the British misrule and propagated a sense of nationalism among the masses. The British tried to curb the voice of the Indian press by enforcing draconian laws like Sedition, Vernacular Language Act, Books & Press Registration Act, Official Secrets Act to name a few. Several journalists and editors were jailed and tortured but they did not deviate from their mission. Stalwart leaders like Mahatma Gandhi and Bal Gangadhar Tilak pioneered the use of journalism as a weapon to agitate the Indians against the British. Gandhi's *Young India* and *Harijan*, Tilak's *Maratha* and *Kesari*, UtkalmaniGopabandhuDas's *Samaja* not only gave new dimension to journalism but elevated it to a potent instrument of human development. The newspapers continuously published pieces which taught masses about Indian philosophy, Dharma, Karma, virtues, righteousness and ideals of the society. It built the taste and preferences of the people and exposed them to the rich traditional heritage of our country. It instilled spiritualism & patriotism in them and motivated them to participate spontaneously in the freedom struggle. Lord Curzon had to withdraw his decision of partition of Bengal following wide spread protests in the Indian press.

Post-independence Indian communication scenario proliferated with the strengthening of the Akashvani and the introduction of Doordarshan backed by satellite technology. Development was the order of the day and both Doordarshan and Akashvani adopted the doctrine of Public Service Broadcasting and they played the important role of Development Communication to spread awareness, information and healthy entertainment among the people particularly the rural masses. SITE, Kheda were important projects undertaken by the Government of India. The Ministry of Information & Broadcasting wings like Song & Drama Division pioneered the use of folk cultural idioms to disseminate messages of development in the rural areas as envisaged by the First Five Year Plan.

In the private sector, the print media became commercialized and emerged as an Industry. This led to journalism transforming into a profession in India but it lost its missionary zeal to a great extent. The Emergency in the '70s posed a challenge to freedom of press as the government turned hostile and jailed the journalists much like the British. But the resilient Indian press could not be tamed down and it was successful in playing a vital role in bringing the political tyranny to an end. The media continued to be the prime source of information & intellectual thought while exposing people to new idioms of content like supplements, literature-based TV serials, news based programmes and soap operas based on Indian mythology like the *Ramayana* & the *Mahabharata*, all of which were hugely popular and educative as well.

With the economic liberalization in early '90s, there was inflow of foreign capital as well as European & American culture in the Indian media. Programmes like *Baywatch* and *Jay Leno Show* attempted to uproot the Indians from their culture and encouraged them to imbibe foreign culture, behaviours and attitudes which would suit the commercial interests of the foreign companies. The Cable TV, followed by digital and internet-based media exposed the people to a new genre of thinking, taste and preference. The Indian Television entrepreneurs like Subhash Chandra and Pranoy Roy were quick to set up their own media empire and created new trends in news & entertainment content. The electrification and internet penetration in India improved remarkably. The smart phones aided with 4G internet has become ideal device for social media usage which is the dominant mass media of the present day. Television and Cinema are giving way to OTT and print media is giving way to digital e papers. The advent of internet in our lives has changed not only the cultural landscape but also the economic landscape as e-commerce has become the most prolific business space. The success of e commerce is hugely attributable to the role played by media campaigns.

The economic scenario of our country is changing fast and there are dreams in the new and young India to become a super power replacing existing super powers like China. But it is equally important that the attitude, preference, innovation and knowledge quotient of the people are competent enough to embrace the transformation and adopt new behaviours. The social

media has the potential to become catalysts of success for Start Ups & MSMEs. *Amul* and *Lijjat Papad* are glaring success stories for use of media in economic development.

In the light of the above it is imperative to reflect and analyze the journey of development scenario of India and the way forward from the perspectives of Economy and Communication. The present seminar proposes to provide a platform for discourse in this area on an international level.

### **CALL FOR PAPERS**

Interested Teachers, Research Scholars and Practitioners of the disciplines are invited to present Papers in the seminar in virtual/ online mode.

#### *Sub Themes I:*

Industrial Development  
Agricultural Development  
Fiscal Policy and Reforms  
Macroeconomic policies and issues  
External shocks, International development and Indian economy

#### *Sub Themes II:*

Indian Philosophy of Communication & Development  
History of Media & Communication in India  
Growth & Development of Journalism in India  
Role of Media in National Development  
DevCom, DSC & CfD  
Role of UN & its Agencies  
Sustainable Development Goals  
Climate Change & Media  
Globalization & Media  
Communication for Social Change  
BCC & SBCC  
Health Communication  
Media & Communication Icons of India & their works-Gandhi, Tilak, Tagore, Gopabandhu etc.  
Research in Development Communication  
Recent Trends in Development Communication  
Role of Media in Economic Development of India

(The presenters are encouraged to explore any other relevant sub theme)

## *Registration & Paper submission procedure*

### Step-1: Registration

The participants & the paper presenters will have to register through google form. For paper presenters it is required to mention the title of paper with Author/s' full name, institutional affiliation, address, contact number & email id clearly mentioning the first/ corresponding author in case there are more than one author. Abstract with Keywords also to be uploaded.

Google form registration link:

[https://docs.google.com/forms/d/e/1FAIpQLScyNs88XF47bxRy5jOVv\\_eU5zPmECEXOrWm5RvCe1KhVVuuZg/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLScyNs88XF47bxRy5jOVv_eU5zPmECEXOrWm5RvCe1KhVVuuZg/viewform?usp=pp_url)

### Step-2: Submission of Full Paper via email

Full papers with Abstract & Key Words have to be submitted by 24 March 2023 via email to the following email address: [ecojmconf2023@gmail.com](mailto:ecojmconf2023@gmail.com)

The paper should be in the following format:

MS-Word, Times New Roman font, 12 point size, 1.5 spacing, justified and referencing in APA style and with Author/s' full name, institutional affiliation, address, contact number & email id clearly mentioning the first/ corresponding author in case there are more than one author . The paper should be accompanied with a self declaration to the effect that,

- The paper is original & not submitted for publication elsewhere
- The Paper has conformed to plagiarism limits as per UGC norms

## ***THERE IS NO REGISTRATION/ PUBLICATION FEE***

### *Certificates*

E-certificates will be presented to all the Paper presenters and participants of the seminar.

### *Publication of Proceeds*

Selected papers will be published in an Edited Book with ISBN.

## **IMPORTANT DATES**

Deadline for Registration & submission of Abstracts: 24 March 2023 11:55 PM

Deadline for submission of full papers: 24 March 2023 11:55 PM

Intimation of Acceptance: 26 March 2023

*(For acceptance, submission of full paper is must)*

## CONFERENCE ORGANIZING COMMITTEE

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## **RSVP**

Any queries regarding the seminar may be communicated via email to the following email address: [ecojmconf2023@gmail.com](mailto:ecojmconf2023@gmail.com) or by Phone/WhatsApp to 9437106066/ 9938902001.



**CENTRAL UNIVERSITY OF ODISHA, KORAPUT**

**Campus-Sunabeda, P.O.-NAD, District-Koraput, Odisha. PIN-763004**

*[www.cuo.ac.in](http://www.cuo.ac.in)*