



Dr. Vishwanath Karad  
**MIT WORLD PEACE UNIVERSITY** | PUNE  
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

In Association with  
  
Pune Union  
of Working Journalists

Supported by  
  
UNESCO Chair for  
Human Rights, Democracy, Peace & Tolerance  
World Peace Centre (WPC) Pune, India

Dr. Vishwanath Karad

**MIT WORLD PEACE UNIVERSITY (MIT-WPU)**

and

**PUNE UNION OF WORKING JOURNALISTS (PUWJ)**

Organises

2 Day Round Table

# 1<sup>st</sup> NATIONAL CONFERENCE ON MEDIA & JOURNALISM

on

**“ROLE OF MEDIA TO PROMOTE  
THE CULTURE OF PEACE IN THE WORLD”**

**September 21-22, 2019**

at World Peace Dome, Vishwarajbaug Campus, Loni-Kalbhor, Pune



# Vision

Promotion of Ethical Journalism to Promote Peace and Harmony.

# Mission

- Igniting the spirit of Ethical Journalism ingrained with social sensitivity
- Raising the extent of awareness, involvement, responsiveness and access through open deliberations between Media Leaders, Policy Makers, Youth, Society and Industry at large
- Creating energetic youths as future media leaders and as ethical journalism ambassadors

## PATRONS

**Revered Prof. Dr. Vishwanath D. Karad**  
Founder President,  
MIT World Peace University  
Creator - World Peace Dome

**Dr. R. A. Mashelkar, FRS**  
Padma Vibhushan, Eminent Scientist

**Dr. Vijay P. Bhatkar**  
Padma Bhushan, Eminent Scientist

## CONVENERS

**Rahul V. Karad**  
Executive President,  
MIT World Peace University  
Founder, MIT-SOG, BCS, NTC, NWP

**Prasad Kulkarni**  
President, Pune Union of  
Working Journalists (PUWJ)

## ADVISORY MEMBERS

(Alphabetically)

**Abhijit Atre**  
Assistant Editor, Times of India, Pune

**Adwait Mehata**  
Bureau Chief, News 18 Lokmat, Pune

**Ajay Kambale**  
Bureau Chief, India TV, Pune

**Ali Shaikh**  
Bureau Chief, ANI, Pune

**Anand Agarwal**  
Chief Editor, Aaj Ka Anand, Pune

**Arun Mehetre**  
Bureau Chief, Zee 24 Tass, Pune

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News Editor, Dainik Prabhat, Pune

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Editor, Dainik Lokmat, Pune

**Pratibha Chandran**  
Bureau Chief, Sahara Samay, Pune

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Resident Editor, Daily Sakal Times, Pune

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**Sandip Kolhatkar**  
Bureau Chief, ANI, Pune

**Shridhar Loni**  
Editor, Maharashtra Times, Pune

**Shrikant Sabale**  
Editor, Punyanagari, Pune

**Shriprakash Pande**  
Bureau Chief, UNI, Pune

**Dr. Sunil Rai**  
Vice Chancellor, MIT-ADTU, Pune

**Vikrant Patil**  
Editor, Dainik Pudhari, Pune



# About the National Conference on Media & Journalism (NCMJ)

## Connecting Youth with Media Leaders

MIT World Peace University's National Conference on Media & Journalism is a vibrant, democratic and open platform for connecting Media Leaders with youth. MIT-WPU, National Conference on Media & Journalism (NCMJ) is organized by School of Media & Journalism. The conference provides a unique opportunity for open discussions and deliberation, to figure out and to recommend measures for addressing conflict resolution through Media & Journalism and for promoting culture of peace. This conference will bring together, leading media personalities, experts, policy makers, academicians, social observers, administrators, peace advocates to meet, exchange perspectives and to share best practices relating to promotion of sustainable peace and development processes.



## Focus of National Conference on Media & Journalism (NCMJ)

Media can play a crucial role in developing the peace processes, by enabling the underlying conflicts to be expressed and argued in a non-violent manner. The focus of the first MIT – WPU National Conference on Media & Journalism is Ethical Journalism. The theme of the round table MIT – WPU National Conference on Media & Journalism is to deliberate and figure out various measures, dimensions and way forward with regards to Role of Media to Promote the Culture of Peace in the World.

The conference theme revolves around role and contribution of media in spreading and promoting peace in global context, by engaging in credible reporting, representing balanced opinions in its news, editorial

content, article, audio, videos and by opening up communication channels and platform to address the challenges as involved in covering conflict and as well as peace areas. The conference will try to address various issues including:

- How can media maintain the balance between transparency vs the need for confidentiality?
- How can media meet the imperatives of market forces such as sensationalism and commercialization, and at the same time create a forum for serious and responsible public debate?

MIT-WPU National Conference on Media & Journalism will act as a platform to sow seeds in creating movement by connecting youths with Media Leaders.

## Media and Peace: The Relationship

In present day society, information is power. Right to Information is a vital component for democratic structure of any Nation and Freedom of Expression is a core tenet for healthy media. Different types of media are used globally to disseminate information. Media on positive side provides a platform for free & independent debate and discussion and on other hand can be misused for propaganda and for spreading hatred and rumors, leading to creation of tensions. Hence the deliberations about the role of media as driver of peace or as driver of conflict continues. It is a known fact that by supplying credible information and by reaching a large audience, the media helps in managing conflicts and in promoting democratic principles. Hence Media and Journalism plays a key role in conflict management and peace processes. Accordingly one of the measures for peace-building process is enhanced ethical journalism.

### Objectives

- To appreciate as well as to critically analyze the role of media and Journalism in the context of peace building processes.
- Delineating the tenets of value based media
- To propose road map by addressing challenges and way forward for ethical journalism.

### Benefits of attending the Conference

- Connect with Media Leaders, Society, Industry Personnel and Youth on a common platform for deliberating on role of media and peace building processes and related issues and to propose way forward
- Raise awareness, intellectual deliberations and sensitivity amongst participants along with embracing role of media in service to the nation
- Understanding challenges of Media in multicultural, multi-religious and multi-lingual society like India

# Program Schedule

## Day 1 [21<sup>st</sup> Sept 2019, Saturday]

11.00 am - 12.30 pm	Inaugural Session Ethical Media - Foundation for World Peace
12.30 pm - 14.00 pm	Session 2 : Digital Media and Prevention of Rumour Mongering
14.00 pm - 14.30 pm	Lunch Break
14.30pm - 16.00 pm	Session 3 : Role of Journalists in Conflict Reporting
16.00 pm - 17.30 pm	Session 4 : Glorious History of Indian Media : Retrospects & Prospects

## Day 2 [22<sup>nd</sup> Sept 2019, Sunday]

10.00 am - 11.30 am	Session 5 : Electronic and Digital Media: Self – Regulation
11.30 am - 13.00 pm	Session 6 : Fake News and Paid News: Myths & Reality
13.00 pm - 14.00 pm	Lunch Break
14.00 pm - 15.30 pm	Session 7 : Challenges of Media Owners and road ahead
15.30 pm - 15.45 pm	Tea Break
15.45 pm - 17.15 pm	Valedictory Session Media Laws & Security of Media Persons: A Formality or Reality



### Registration Details:

For registration, kindly click the link [www.mitwpu.edu.in](http://www.mitwpu.edu.in)

There is no registration fee for participation in the conference.

### Organizing Committee

**Prof. Dr. Anuradha Parasar**  
Dean, Faculty of Liberal Arts, Fine Arts Media and Journalism  
MIT-WPU, Pune  
**Makarand Malawe**  
Co-ordinator  
**Krishnamurthy Thakur**  
Co-ordinator  
**R.T. Ruikar**  
Joint Co-ordinator

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