



RAJIV GANDHI UNIVERSITY

(A Central University)

(Recognized by UGC as a Centre with Potential for Excellence)

Rono Hills, Doimukh-791112, Arunachal Pradesh

HAPPY-MEDIATECH-2022

A Three-Day Trans-Disciplinary International Conclave

On
Universal Happiness in Post-Truth Era - Market, Media,
Technology, and Global Well-Being:
An Educational Perspective for Gen-Next

27, 28 & 29 April, 2022 (Wednesday, Thursday & Friday)

Organized by:

Departments of-
Mass Communication,
Social Work, Commerce,
Education, Psychology,
Computer Science and Engineering
Electronics & Communication Engineering,
Management, Physical Education,
Sociology and English

In Collaboration with:

Bank of Baroda, RGU,
Vivekanand Kendra College of
Teacher Education, A.P.
and
Gandhi King Foundation,
Hyderabad, India

Call for Papers

Papers intended for presentation (blended mode) along with an abstract of about 300 words containing title of the paper, Key Words, author(s) name(s) with affiliation(s), mobile number and email ID may be sent to the Convenors via E-mail. Abstracts and Papers may be submitted at ✉ happinessconclave2022@gmail.com with a copy to ✉ hod.socialwork@rgu.ac.in



REGISTER HERE

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For further details, may contact: ☎ +91 9801473515 ☎ +91 8414842016



About the University

The Rajiv Gandhi University (formerly Arunachal University) is the premier institution for higher education in the state of Arunachal Pradesh located at the picturesque tabloid of Rono Hills approximately 25 km away from the state capital Itanagar. Late Smt. Indira Gandhi, the then Prime Minister of India, laid the foundation stone of the University on 4th February 1984 at Rono Hills. Ever since its inception, the University has been trying to achieve excellence and fulfill the objectives as envisaged in the University Act. The University was recognized as a Central University in the year 2007 established under the Act of Parliament. Being the lone Central University of the State at present there are Thirty-Six (36) Departments and Three (03) Institutes functioning under Eleven (11) Academic Faculties. The faculty members have been actively engaged in research activities. The University has been maintaining its academic credibility and has been recognized by UGC as a center with potential for excellence. Rajiv Gandhi University (RGU), the lone central varsity in Arunachal Pradesh, has secured the second position among all central varsities in the country. Rajiv Gandhi University, Arunachal Pradesh has also been awarded the title of Best Central University of the Year 2020 during the 3rd Himalayan Educators Summit-2020 & 3rd Divya Himgiri Himalayan State Education Excellence Award-2020 to recognize the efforts of leading educational institutes of the Himalayan States that are substantially contributing to the Education sector.

Programme Objectives

The proposed Three-Day Trans-Disciplinary International Conclave on “Universal Happiness in Post-Truth Era - Market, Media, Technology, and Global Well -Being: An Educational Perspective for Gen-Next” intends to sensitize the different stakeholders of the society and educational system on multiple dimensions of the issue at hand. The precise objectives are specified as below:

1. To explore measures for ensuring Democratization of Media Technology and Collective Universal Happiness in Post-Truth Era;
2. To re-emphasize and augment fundamental tenets of Universal Happiness for younger generations of global citizenry;
3. To highlight the relevance of Democratization of Media Technology and Universal Happiness in Post-Truth Era in the pursuit of Self-Reliant India;
4. To engage proactively the academia and the researchers as key stakeholders in realizing the vision of Universal Happiness in Post-Truth Era; and
5. To augment the democratization of media technology for universal happiness in post-truth era from a trans-disciplinary educational perspective.

Expected Outcomes

The expected programme outcomes of the proposed Three-Day Trans-Disciplinary International Conclave, on “Universal Happiness in Post-Truth Era - Market, Media, Technology, and Global Well Being: An Educational Perspective for Gen-Next” are specified below:

1. Intelligentsia and academia would be informed and oriented to further studies and researches in the field of Media Technology, Universal Happiness and Post-Truth,
2. With an active engagement of educators, learners and researchers for the cause, it would facilitate generation of empathetic and overarching insights to Media Technology and Universal Happiness in Post-Truth through research, publications and other academic activities,
3. This programme would provide improved insights to the policymakers and government functionaries to improve the conditions and usage of the Media Technology for Universal Happiness,
4. The international conclave would develop an insight amongst the youth to explore the further unexploited potentials Media Technology and Universal Happiness.
5. With its emphasis on addressing futuristic concerns of younger generations, it would help in increasing quality of life and help them to curb their fear and anxiety for the same,
6. Through a Trans-Disciplinary Discourse and Situational Analysis (COVID-19) Technique, the international conclave would facilitate a Multi-Stakeholders Analysis (viz. media, judiciary, legislature, executive etc.) for the cause of addressing concerns of media technology and correlated contemporary development concerns,
7. The trans-disciplinary international conclave would generate and develop idea to create an enabling environment for a sustainable and inclusive social order.

Intended Beneficiaries

The intended target audience of “Universal Happiness in Post-Truth Era - Market, Media, Technology, and Global Well Being: An Educational Perspective for Gen-Next” (2022) includes every person who is directly or indirectly concerned about media, education and literacy in all sectors of the society in general and educationists, mass communication scholars, media practitioners etc. The international conclave aims to directly benefit students, research scholars, academicians, social scientists, social workers, media policy makers, journalists and other media professionals. There will be no registration fee for the participants except paper presenters. Number of seats will be limited.

Instructions to the Authors, Paper Presenters and other Delegates

- Every candidate interested in attending the international conclave has to ensure his or her registration as per dates specified.
- Interested candidates across all the disciplines and professions would be allowed to participate in the international conclave.
- Every paper presenter will have to submit full paper to be shortlisted for the award. Selected papers will also be published in an edited Volume.
- Every paper presenter will have to submit paper in both the MS Word and PDF formats written in Times New Roman, 12 font size with space of 1.5 and APA reference style {word limit: 4000-8000 words}.
- Every candidate would be given 5 minutes for paper presentation and 5-minute discussion.

Important Dates and Deadlines

- Registration : Starts from 28 February (Monday), 2022
- Last Date of Abstract Submission : 18 April (Monday), 2022
- Intimation of Acceptance : Within one week of submission
- Last Date for Submission of Full Papers : 22 April (Friday), 2022
- Conclave and Paper Presentations : 27, 28 & 29 April (Wednesday, Thursday & Friday), 2022

Paper Presentation and Awards

Sl. No.	Domains	Title of Award(s)	No. of Award(s)
1	Media Democracy	Media Democracy Award	03
2	Ethical Education	Universal Education Award	03
3	Media Psychology	Mental Health Award	03
4	Community Media and Happiness	Collective Happiness Award	03
5	Media and Vulnerable Section	Social Justice Award	03

Registration Details

The registration will be recorded through google forms. There will be no registration fee for the participants. However, a nominal registration fee will be charged from paper presenters which will be of Rupees 300/- for students, Rs. 500/- for Research Scholars and Rs. 1000/- from Academicians and other Professionals using net banking/RTGS/NEFT. Bank Account Details for making payment are furnished below:

Name of Account Holder : Head, Department of Social Work, RGU

Account Number : 83420100002081

Bank : Bank of Baroda

Branch : Arunachal University

IFSC Code : BARBo(Zero)VJARUN



Themes and Sub-Themes

The main theme of the HAPPY-MEDIATECH-2022- “Universal Happiness in Post-Truth Era - Market, Media, Technology, and Global Well Being: An Educational Perspective for Gen-Next” .

Apart from its main theme, the conclave will cover aspects of universal happiness, media, market, technology and the following sub-themes which are only indicative and not exhaustive:

- Universal Happiness
- Post-Truth
- Positive Psychology
- Global Well-Being
- Youth
- Leadership
- Health
- Social Infrastructure
- Education
- Market
- State
- Social Medicine
- Digital Divide
- Digital India Campaign
- Education and Social Empowerment
- Environmental Communication
- Post Truth Era: Fact vs Counter Fact
- Media and Post Truth Politics
- Fake News Conundrum in a Post-truth World
- Future of Media Education
- Gender
- Health Communication
- Human Rights
- Surveillance and Official ‘truths’
- Censorship
- Media Trial and Free Speech
- Media Education
- Sting Operation and Right to Privacy
- Media & Democracy
- Media Democratization
- Mainstream Media Vs Social Media
- Media Laws and Media ethics
- Indian News Media and Hypes
- Marginalized Communities and Media
- Freedom of expression and Hate Speech
- Mass Media and Indigenous Knowledge System
- Mass Media and the Idea of New Self-Reliant India
- Media Activism
- Identity Politics
- Literature
- Media Education and Artificial Intelligence
- Media Education and Virtual Realities
- Media Education and Climate Change
- Media and Mental health
- Media Education and Knowledge Society
- Media and Nation Building
- NEP 2020
- Education and Research in 21st Century
- Education and Social Empowerment
- Life Skills and Social Development
- Truth and Post Truth in Public Policy
- Television TRP War
- Vocal for Local: Multimedia Platform
- Education, Caste and Class hierarchies
- Education, Power and Justice
- Media Framing and Priming
- Media Freedom and Nation Building
- Media Literacy- Imperatives and Challenges
- New shape of Truth
- Online Communication: Trends and Challenges
- Online Information Environment
- Peers Networked Truth
- Plurality in Indian Media
- Propaganda and Manipulation via falsehoods
- Right Between ‘Truth’ and Free Speech
- Social Change Communication
- Social inclusion and Plurality in Indian Media
- Social Media: Upsides & Downsides
- Gross National Happiness (GNH)
- Geo-politics and International Law
- Machine Learning & Artificial Intelligence
- Media and Universal Happiness
- Augmented Reality
- Cyber and digital security
- Literature - Indian writing
- Fiscal and Economic policy
- Value based Spiritual system
- Any other Issues related to Democracy, Market, Technology, Universal Happiness, Education and issues of happiness vis-a-vis the disciplines of the organizing Departments

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Rajiv Gandhi University



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Dept. of English, RGU



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Dept. of Social Work, RGU



Sangey Tsering
Assistant Professor
Dept. of Physical Education, RGU



Dr. Sunil Koijam
Assistant Professor
Dept. of Mass Communication, RGU

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Dr. Shashank Yadav
Asst. Professor & Head (i/c)
Dept. of Sociology, RGU



Dr. Dharmeshwari Lourembam
Asst. Professor & Head (i/c)
Dept. of Psychology, RGU



Dr. Vinod Kr. Yadav
Assistant Professor
Dept. of Commerce, RGU



Dr. Rahul Ch. Kushwaha
Assistant Professor
Dept. of CSE, RGU

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Dr. Jagdeep Rahul
Assistant Professor
Dept. of ECE, RGU



Dr. Rupam Kumar Sharma
Assistant Professor
Dept. of CSE, RGU



Dr. Satchit Prasun Mandal
Assistant Professor
Dept. of Psychology, RGU



Arindam Chakrabarty
Assistant Professor
Dept. of Management, RGU

LOGISTICS & REGISTRATION TEAM

Ms. Menuka Kadu

Research Scholar
Dept. of Social Work, RGU

Ms. Kenjir Ringu

Research Scholar
Dept. of Education, RGU

Ms. Monika Sharma

Research Scholar
Dept. of Education, RGU

Mrs. Varsha Patnaik

Research Scholar
Dept. of Education, RGU

Ms. Techy Yader

PG Scholar
Dept. of Social Work, RGU

DOCUMENTATION, REPORTING AND STAGE MANAGEMENT

Ms. Sri Prakash

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Dept. of Mass Communication, RGU

Ms. Sangita Borah

Research Scholar
Dept. of Education, RGU

Ms. Rajlakhi Doley

Research Scholar
Dept. of Education, RGU

Ms. Toko Jiri

Research Scholar
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Ms. Shabnam Shahin

Research Scholar
Dept. of Mass Communication, RGU

Mr. Raja Rajhans

Research Scholar
Dept. of Education, RGU

Ms. Renuprava Sonowal

Research Scholar
Dept. of Education, RGU

Ms. Dikshita Mahanta

PG Scholar
Dept. of Social Work, RGU

KEY NOTE SPEAKER



Prof. Baidyanath Labh
Vice Chancellor
Nava Nalanda Mahavihara University
Nalanda, Bihar, India

NOTED SPEAKERS



Prof. V.K. Jain
Vice Chancellor
Tezpur University, Tezpur
Assam



Prof. Alok Chakkrawal
Vice Chancellor
Guru Ghasidas Central University,
Chattisgarh



Prof. A.K. Sinha
Vice Chancellor
Chhatrapati Shivaji Maharaj University
Navi Mumbai, Maharashtra



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Former Vice Chancellor
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Birat Nagar, Nepal



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School of Creative Arts & Communication
Studies, Assam University, Silchar



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Head & Dean,
Department of Education
Mahatma Gandhi Central University, Bihar



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Professor
RIE, NCERT, Bhubaneswar



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Department of Mass Communication
University of Rajasthan



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Professor & Regional Director
IIMC, Eastern India Regional Campus
Dhenkanal, Odisha



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MGKVP, Varanasi



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Associate Professor
Hugh Downs School of Human
Communication
Arizona State University, USA



Prof. Dilip Debnath
Member & Eastern Region Coordinator
NICC- IP, AICTE



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