

## **PRESS RELEASE**

### **Discourse on Media and Social Responsibility echoed at ‘National Media Conclave’**

**Bhubaneswar, 4<sup>th</sup> May 2017:** “Media should play both independent and responsive role towards society as watchdog for democracy, deeply associated with the socio-economic conditions of people at large” opined Sashiprava Bindhani, Odisha State Information Commissioner. She was addressing the valedictory ceremony of 2-day National Media Conclave, organized by Institute of Media Studies (IMS) along with OdishaLIVE as knowledge partner and Team Admark here.

The Conclave took off at KIIT Convention Center, Bhubaneswar on 3<sup>rd</sup> May involving media practitioners, academia, policy makers, bureaucrats, communication professionals, researchers and students aimed to commemorate with World Press Freedom Day. The discussions and deliberations were focused on explosion of traditional and new media impacting today’s society.

Addressing the valedictory function, Snehasis Sur, veteran TV Journalist and President, Calcutta Press Club said, “Freedom of speech and expression as enshrined in Article 19 1(a) of our Constitution ensures the freedom of press and media and thus also people’s right to know. So, any form of media accessed by common mass should be accountable enough to maintain dignity and privacy of the human being”. “Media must have a social responsibility to be ethical enough and play a role of moderator for the social well being” he added.

Around 50 scholars, media professionals and practitioners from 12 states involving Assam, Andhra Pradesh, Delhi, Haryana, Karnataka, Kerala, Odisha, Punjab, Tamilnadu, Telengana, Uttar Pradesh and West Bengal participated and presented their papers during three technical sessions held on different aspects of media and its responsibility towards society.

The inaugural session on 3<sup>rd</sup> May hosted Prof. B P Sanjay, Pro Vice Chancellor, University of Hyderabad as chief guest along with Ms. Sevanti Ninan, Editor, The Hoot, Santosh Bhartiya, noted Journalist, R. N. Dash, Secretary, KIIT & KISS, Prof. Upendra Padhi, Conclave Convenor and Director, Institute of Media Studies (IMS), Nilambar Rath, Conclave Co-convenor and Founder Editor & CEO, OdishaLIVE along with Dr. Gayatri Patnaik, Senior Faculty, IMS.

Apart from the inaugural, valedictory and technical sessions there were three plenary sessions, which accommodated the noted journalists, media and communication professionals with national and international repute. They include Prof. DVR Murthy, Andhra University, Dr. Ravindran Gopalan, Madras University, Dr. Sisir Basu, Banaras Hindu University, Dr. Sunil Kanta Behera, Tezpur Central University, Dr. Mrinal Chatterjee, IIMC Dhenkanal, Sampad Mahapatra, Editor, Nitidin, Ramendra Kumar, Rourkela Steel Plant and Nishikant Mishra, TEAM Admark.

The inaugural ceremony also witnessed the release of the Abstract, the conclave Souvenir and the Proceedings. The web portal [www.odisha.live](http://www.odisha.live) was also launched by OdishaLIVE. The session went live through the portal along with [www.youtube/odishalive](http://www.youtube/odishalive) for the global audience to take glimpses of the conclave.

#####