



**Institute of  
Media  
Studies**

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**Institute of Media Studies**  
(Affiliated to Utkal University)  
Orissa Co-operative Housing Corp. complex  
Unit-III, Kharvel Nagar, Bhubaneswar-751001  
Tel: 0674 – 2394312, Fax -: 0674 – 2394314  
E-mail: iims\_bbsar@rediffmail.com, imsdisha@gmail.com  
Website: www.imsorissa.org.in

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## **Creativity and Innovation in Academic Excellence Stressed IMS's Prize Distribution Ceremony held**

Bhubaneswar: Different disciplines shine under different lights. Their best contributions are not made with the same tools. The beauty of an academic institute is its intellectual diversity where creativity and innovation play a major role, said experts here on Friday.

Speaking at a seminar on 'Academic Excellence: Celebrating Creativity and Innovation' on the occasion of Annual Prize Distribution Ceremony of Institute of Media Studies (IMS) on its campus, eminent senior journalist Pradosh Patnaik said the world has witnessed a phenomenal and unprecedented explosion in communication technology and media. And journalism and mass communication as a stream of study becomes so important and enviable. Different new dimensions have strengthened the journalism profession today, he said and asked the students to be focused on their career.

Attending the event as chief guest, Project Coordinator of State Resource Centre for Women Dr Amrita Patel said academic excellence is a continuous process which gives inputs for creating a knowledge base. In the globalised world, girls students are most deprived of getting education and pursuing career as they are getting married early. She stressed on bridging the gender gap in the State by empowering women and eliminating domestic violence.

Winners of different competitions were felicitated on the occasion. Among others, branch manager of the New India Assurance Corporation Ltd Sanjeeb Kumar Nayak, director of IMS Prof Upendra Padhi and faculties of the institute were present.

**Director, IMS**