

National Conference

on

‘Women Empowerment, Skill Enhancement and Media: Prospects and Challenges’

यत्र नार्यस्तु पूज्यन्ते रमन्ते तत्र देवताः ।

यत्रैतास्तु न पूज्यन्ते सर्वास्तत्राफलाः क्रियाः ॥

Meaning :The divine are extremely happy where women are respected ;
where they are not, all actions (projects) are fruitless.

At some point of time in our history we stressed upon women empowerment, today when there is a dire need to bring the concept in practice whereby both the genders equally contribute towards the development of society, the idea needs reinforcement. Present concept note of the conference is to deliberate on the issue does not require any data related to the status of women in our societies because often we see research reports, media reports from across the globe wherein gender issues have acquired ample space. United Nations and other institutions are also working upon this issue since very long but status of women in every society demands much attention. Skill enhancement is the foundation for empowerment in any field but more so in Media.

We at Vivekananda Institute of Professional Studies want to propose 2 days national conference on the subject “Women Empowerment, Skill Enhancement and Media: Prospects and Challenge”. Through this we would like to deliberate over various issues from media perspective and hence we would like to invite papers by scholars from across the country to deliberate on related issues and challenges and draw some fruitful suggestions for policy makers, some innovative ideas for media professionals and researchers and empowering skill avenues.

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2nd National Conference – 22nd and 23rd April, 2016

Skilled education empowers women and girls. It provides them with the ability and knowledge needed to direct their own lives. The positive ripple effect of education for women and girls is so far-reaching that a number of international organizations, UNESCO and UN Women foremost among them, have persuasively argued that it is the single most effective tool for development as when girls receive education they: TMHave smaller and healthier families; TMgain skills needed to enter and succeed in the labour market; recognize the importance of health care and seek it for themselves and their children; TMunderstand their rights and gain the confidence to insist on them.

Several international frameworks have formalized commitments to improving learning opportunities for women and girls. The 1995 Beijing Platform for Action called on countries to ensure equal access to education for girls, eradicate female illiteracy and expand the availability of vocational training for women. Girls' education was singled out again in the 2000 Dakar Framework for Action and codified as one of six Educations for All (EFA) goals. The goal on gender established two specific targets: **eliminate gender disparities in primary and secondary education** by 2005, and **achieve gender equality in education** by 2015. These agreements frame and add urgency to questions about the place of women and girls' education in the post-2015 development agenda. A consensus has emerged that renewed impetus is needed to fully – and finally – ensure that women have equitable access to high quality skilled education.

Worldwide, women and girls have better access to educational opportunities than at any time in the past, and these gains are translating into improved social and economic opportunities. Between 1980 and 2008, a period of explosive growth in female access to education, 552 million women joined the labour force, and today 4 out of every 10 workers globally are female. Yet despite this commendable progress, the quality of education remains unsatisfactory in many contexts, and access to education is still inequitable across gender lines. The character and magnitude of inequity vary from country to country, but the most serious problems tend to be concentrated in Africa and South Asia. Alarming, gender gaps in sub-Saharan Africa have widened at higher levels of schooling, a reverse of the global trend towards greater parity: between 1999 and 2010 the ratio of girls in secondary school fell from 83 to 82 girls per 100 boys, and from 67 to 63 girls per 100 boys at the tertiary level.

This represents not only stalled progress but a reversion to the deep gender inequalities that characterized previous eras. At the primary school level, impressive gains made in the early 2000s have leveled off. In several low income countries it is not atypical to find only 7 girls enrolled in school per every 10 boys.

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The 2013/4 EFA Global Monitoring Report summed up the situation unambiguously: Worldwide ‘girls are more likely to miss out on primary education’ than boys and are afflicted by the ‘most extreme cases of inequality in secondary education’. These disparities result in disproportional literacy rates for males and females. Globally, two out of every three illiterate adults are women. Prospects and Challenges in Women Empowerment and their Skill Enhancement and Media scenarios need to be deliberated upon.

About the Institute:

Vivekananda Institute of Professional Studies (VIPS) is founded on Swami Vivekananda’s philosophy of ‘Man making, Character building and Nation building’. **The Vivekananda Institute of Professional Studies (VIPS) has been accredited “A” grade by the National Assessment and Accreditation Council (NAAC).** It is an ISO 9001:2008 certified institution. VIPS was incepted in the year 2000 by the "Strength India Educational Society" registered under the Societies Registration Act, 1860 and is affiliated to Guru Gobind Singh Indraprastha University. Under the charismatic leadership of Dr. S.C Vats (Chairman) and Professor I.M Pandey (Director General), VIPS has created a niche for itself on the road of academic excellence. It has shown a remarkable growth in terms of number of courses offered and intake of students with highly qualified and dedicated faculty. With a legacy of 15 years, it is running various courses in Management, Law, Journalism and Information Technology.

About the Department:

Vivekananda School of Journalism & Mass Communication (VSJMC), is one of the biggest department of Media Studies in any educational Institution in the country established in 2001. The Bachelors programme in Journalism and Mass Communication at VSJMC combines the rigors of academic excellence and hands-on practical training for training a fairly large number of students who will then take up challenging jobs in the fast growing and diverse media industry. VSJMC boasts of a great infrastructure as well as a skilled and well-qualified faculty, which has enabled us to produce both industry leaders and university toppers.

The ever converging world of mass media has fuelled the need for multi-tasking and multi-talented media professionals, and while VIPS always aims at high academic standards, extra-curricular activities like festivals, events and seminars enable the students to develop hands-on event-management skills, interact with industry experts and exchange ideas with students from other institutes and backgrounds. All this and more makes the BJMC course at VIPS an amalgamation of brilliant ideas, top-class academic standards and best-in-class facilities.

Call for papers:

Vivekananda Institute of Professional Studies, Affiliated to Guru Gobind Singh Indraprastha University, Delhi,
AU Block, Pitampura, Outer Ring Road, Delhi.

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We invite empirical, conceptual research papers and case studies from academicians, professionals, consultants, research scholars and students related to the broad tracks and themes of the conference.

Track 1: Women Empowerment

Track 2: Skill Enhancement

Track 3: Women & Media

Track 4: Entrepreneurship

Track 5: Women & Culture

Track 6: Women & Economy

Track 7: Women & Health

Track 8: Violence against Women

Track 9: Institutional Mechanism for Advancement of Women

Track 10: Women & policy Formation

Submission Guidelines for authors:

We invite original, research papers and articles on the above mentioned Conference themes. While sending contributions the following guidelines must be strictly followed. Contributions that do not adhere to the guidelines will not be considered.

- The selection of papers for publication will be based on their relevance, clarity and originality; the extent to which they advance knowledge, understanding and application of their domain; and their likely contribution towards inspiring further development and research.
- The cover page of the article should contain:
 - (i) Title of the article (in bold)
 - (ii) Name(s) of authors
 - (iii) Professional affiliation
 - (iv) Address of correspondence and Email.
- The second page should contain
 - (i) Title of the article (Times New Roman 16, in bold)
 - (ii) an abstract of the paper in about 300 words (Times Roman 12 Point type, single spacing, in italics)

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(iii) Keywords should be provided which encapsulate the principal topics of the paper (3-5 key words alphabetically).

- Manuscripts (Full paper) length should be between 4,000- 6,000 words. The contribution should be in clear, coherent and concise English. Author/s should also send a copy of the contribution in MS word, Times New Roman 12 Point type font, by e-mail to comcon.vips@gmail.com
- All tables, charts, graphs, footnotes, quotations, equations articles should be cited accordingly and numbered properly.
- The reference list should mention only those sources which have been actually cited in the text or notes. References should be complete in all respects and should be listed in alphabetical order. References and in-text citations should follow APA formatting style. Please refer to <http://www.apastyle.org/> for detailed referencing guidelines.
- All research papers / articles submitted for consideration should be accompanied by a declaration by the author/s that they have not been published elsewhere.

Conference Details:

i. Important Dates:

Deadlines Dates

Last date for submission of Abstracts: 15th March, 2016

Notification of acceptance of abstracts to author(s) : 16th March, 2016

Last date for submission of full papers : 24th March, 2016

Acceptance notification to author(s) : 4th April, 2016

Last date for registration: 11th April, 2016

Conference dates 22nd & 23rd April, 2016

ii. Registration fee for the participants:

Category of Participant(s) Registration Fee (INR)

Delegates from industry : Rs. 1,500

Academicians: Rs 1,000

Research scholars / Students : Rs. 750

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Registration Fees for the conference includes: Conference kit, Tea/Snacks, Lunch and a book of Conference Proceedings. Registration fee does not include accommodation and TA/DA or any other travelling expenses. However, outstation candidates will be assisted with accommodation (twin-sharing) on payment basis. Participants have to register for the conference individually and only registered participants will receive the certificates and conference material.

iii. Publication opportunities:

- All accepted research papers will be published in the book of refereed conference proceedings (with an ISBN Number)
- Selected papers will be published in VIPS Journal of Research with refereed online proceedings (ISSN: 2319 - 8702)

iv. Best paper Award:

Three outstanding research papers will receive an award of Rs. 10,000/- , Rs. 7,000/- and Rs. 3,000/- respectively.

Key features of the conference:

The following are the key features of the conference:

- Over 100 scholarly research papers to be presented across 7 communication tracks
- Excellent opportunities for professional and academic networking
- High profile plenary sessions
- Professional development meetings and industry connect
- Gala lunch and welcoming of sponsoring organizations
- Publication opportunities in journal
- Best paper awards

Contact Us:

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