

# Unraveling the media economy of India

International Conference

*India at Leisure:*

*Media, Culture and Consumption in the New Economy*

9-10, February 2015

Jamia Millia Islamia, New Delhi

A striking feature of India's ongoing transformations is the runaway success of one sector of its economy. This is India's leisure economy, often overlapping with the media economy, which entails a range of pursuits from sports to movies, from texting to TV---all of which forming a significant constituent of the country's social and economic social life. While various activities within this sector were almost entirely neglected by India's early planners, fuelled by narrow conceptions of media as an instrument of the state, today they remain little understood by national scholars and international analysts. With this background, a bi-national working group of scholars from India and New Zealand emerged in 2013 to reflect on the dynamics of India's media economy. To build on this, an international conference is being organized, under the inaugural round of the India New Zealand Education Council Programme, to broaden reflections on the dynamics of media industries and practices of media-culture constituting India's leisure economy.

**FOR PARTICIPANTS-** Those interested in attending the conference can attend by paying a nominal participation fee of 1000 INR/- The fees can be paid via demand draft (DD) in favour of THE REGISTRAR , JAMIA MILLIA ISLAMIA, NEW DELHI and should be Sent by post to address given below along with the registration form which can be downloaded from

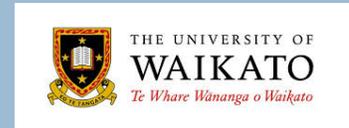
**WEBSITE Link to be added.**

**LAST DATE FOR REGISTRATION – 3<sup>rd</sup> February 2015.**

**Certificate of participation would be given to participants attending conference on both the dates.**

**Centre for Culture, Media & Governance  
Jamia Millia Islamia  
New Delhi**

**School of Arts  
University of Waikato  
Hamilton**



**DD to be sent to the following address**

**Centre for Culture Media and Governance (CCMG),**

**1<sup>st</sup> Floor, Nelson Mandela House, Mujeeb Bagh, Jamia Nagar, New Delhi-110025**

## **Scientific Committee**

Biswajit Das, Director & Professor, Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi

Adrian Athique, School of Arts, University of Waikato, Hamilton

Douglas Hill, Department of Geography, University of Otago, Dunedin

SV Srinivas, Professor, Azim Premji University, Bangalore

Sekhar Bandyopadhyay, Director, New Zealand India Research Institute, Wellington

Vibodh Parthasarathi, Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi

**Supported by the India New Zealand Education Council Programme**