



# UDGAM - 2020

Two Days

NATIONAL VIRTUAL CONFERENCE

ON

*“Emerging Prospects For  
Social Sciences,  
Humanities, Arts And Mass  
Media In New Normal”*

**December 3-4, 2020**



**Organised By  
SHRI VAISHNAV VIDYAPEETH VISHWAVIDIYALAYA**

**Ujjain Road, Indore -4583111  
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## About Indore



Indore is the commercial capital of the state of Madhya Pradesh. The city was developed by Holkar queen Ahilya Bai, one of the famous queens of India. Apart from its historic significance and it is one of the major industrial cities of the state. It has become an education hub as it enjoys having several eminent educational institutions. The city contains both IIM (Indian Institute of Management) and IIT (Indian Institute of Technology). There are various places of tourism in and around Indore mainly Ujjain and Omkareshwar Jyotirlingas located within 100 Kms of Indore. Maheshwar the first capital of Holkar's and Mandu, the once thriving social-cultural centre, more popular for the romantic legend of Baz Bahadur and Rani Rupmati is located within the proximity of 100 kms.

## About the University

Shri Vaishnav Vidyapeeth Vishwavidyalaya is a private university established under Madhya Pradesh Niji Vishwavidyalaya (Sthapana Avam Sanchalan) Adhiniyam in 2015 at Indore (India). The University has been established with a vision to be leader in shaping better future for mankind through quality education, training and research. It shall pursue the mission to make a difference in sustaining the growth of global societies by developing socially responsible citizens. Value based education being at the helm, the University shall promote endurance, excellence, fairness, honesty and transparency as its core values. Some of the objectives of the University are as under:

1. To provide teaching and training in higher education and make provision for research and dissemination of Knowledge.
2. To ensure world class quality with State of the Art teaching methods.
3. To promote growth of the students through Inclusive and Participatory methods.
4. To create centre of excellence for research and development for sharing Knowledge and its applications.

University has been established with a vision to be leader in shaping better future in the disciplines of Engineering, Forensic Science, Architecture, Management, Science, Social Sciences, Humanities, Arts, Journalism Mass Communication and Computer Applications. The constituent institutes of the University are –

- \* Shri Vaishnav Institute of Technology and Science (SVITS)
- \* Shri Vaishnav Institute of Information Technology (SVIIT)
- \* Shri Vaishnav Institute of Textile Technology (SVITT)
- \* Shri Vaishnav Institute of Forensic Science (SVIFS)
- \* Shri Vaishnav Institute of Architecture (SVIA)
- \* Shri Vaishnav School of Management (SVSM)
- \* Shri Vaishnav Institute of Journalism Mass Communication (SVIJMC)
- \* Shri Vaishnav Institute of Social Sciences, Humanities and Arts (SVISSHA)
- \* Shri Vaishnav Institute of Science (SVIS)
- \* Shri Vaishnav Institute of Computer Applications (SVICA)
- \* Shri Vaishnav Institute of Fine Arts (SVIFA)
- \* Shri Vaishnav School of Law (SVSL)
- \* Shri Vaishnav Institute of Commerce (SVIC)
- \* Shri Vaishnav Institute of Agriculture (SVIAG)
- \* Shri Vaishnav Institute of Home Science (SVIHS)
- \* Faculty of Doctoral Studies and Research (FDSR)

## Conference Theme

Over the years humans have developed the view that they have won the universe and no one can conquer them. Due to advancement of technology, research, innovation, humans have reached other planets and have tried to prove that they can achieve many things beyond their expectations. Man is the master creation in this universe but has forgotten the origin of his creation and therefore the false ego of supremacy had led to mismanagement of his own things. He has made weapons, created havoc in environment and destroyed nature. History has witnessed many such incidents before and nature has tried to draw the attention of mankind in various forms in order to make him understand that he must not forget the actual SUPREME.

The outbreak of COVID 19 pandemic throughout the world- undeveloped and developing countries, all kinds of people –rich and poor, all ages from new born to old has put big question mark even to the most powerful countries of the world and the world leaders, medical experts and great scientists. India with the second highest population in the world and on a journey to become the largest populous country by 2050 is no exception to this pandemic. This pandemic has drastically changed the lives of people. It has not only affected the economic life of people but has touched upon the social, psychological, political, environmental aspects of life. A 'new normal' has emerged for the human life and it is being argued the world over that there is no choice but to accept it.

Experts predict that even if the vaccine is released the new normal changes will not disappear soon. The society is witnessing a huge change in their lifestyle, socialization, food habits, education, working pattern for last few months. But Indian government strives to convert this pandemic into opportunity for the development of the country. Our vision at this crucial time is to become 'Atmanirbhar'; we are focusing on becoming self reliant in all forms so that we can face the unprecedented challenges more boldly.

The pandemic has caused widespread concern and economic hardship for consumers, businesses and communities across the globe. It calls for change in the business models. The operational model of the media and entertainment industry too. The Industry is facing a number of unique challenges like change in consumer behavior, stoppage of content production, advertising revenue loss, delay in films release, journalistic freedom. In such unfolding "New Normal" of the world order, higher education demand cross-disciplinary literacy among teachers and adaptability among students.

Psychological dynamics of COVID 19 reveals that individuals are developing lots of negativity, which is creating disharmony in their lives and playing very negative role for their mental as well as physical health. Aristotle rightly said that man is a social animal. But man is a psychosocial entity. Hence the psycho-social impact of COVID 19 on new normal is apparent in present scenario.

Under this backdrop for UDGAM 2020, the national conference on 'Emerging Prospects for Social Sciences, Humanities, Arts and Mass Media in New Normal' has been organized to provide a common platform to have deliberations on virtual mode from the experts on the following sub themes:

### Sub-themes of the Conference

- \* Changing Trend in Education and Coping with The New Normal
- \* Positive and Negative Impact on Environment
- \* Public Health Care System and Health Care Infrastructure
- \* Labour Market Dynamics During Post COVID 19
- \* Impact on Tourism Industry
- \* Localisation- a Way Towards Atmanirbhar Bharat
- \* Future Belongs to IT Industry
- \* Health, Wellness and Spirituality: The New Principle
- \* Poverty, Hunger and Nutrition: The Challenge

- \* The Role of Traditional Vs. New Media in Post COVID 19
- \* Media Jobs and Media Economy
- \* Freedom of Press During COVID 19
- \* Mass Media Roles and Responsibilities in New Normal
- \* Media, Advertising and Entertainment: Post COVID 19
- \* COVID 19: Socio-Political and Geo-Political Opportunities and Risks
- \* Impact of COVID 19 on Government Policies
- \* COVID 19 And Global Crisis: Global Risk and Consequences
- \* Role of Psychology in Adopting New Normal
- \* Psycho-Social Impact of COVID 19
- \* Natural Disaster Management: Role of Psychology
- \* Reciprocal Interfaces of Literature
- \* Literary and Teaching challenges in Education 4.0
- \* Recent Trends in Language and Literature
- \* Language, Culture and Society in New Normal
- \* Role of Literature and Art in Promoting Equality, Diversity and Inclusiveness
- \* Issues of Exclusion due to COVID 19

## Abstract

Please send an abstract of the paper (500 words); New Times Roman, Font-12 indicating the subthemes under which the paper needs to be considered. Send the soft copy of abstract by E-mail to [udgam2k20@gmail.com](mailto:udgam2k20@gmail.com) and [preeti\\_kathuria20@yahoo.com](mailto:preeti_kathuria20@yahoo.com). The acceptance of abstract will be conveyed after being reviewed by the panel of reviewers.

## Guidelines

The full paper should be mailed at [udgam2k20@gmail.com](mailto:udgam2k20@gmail.com) and [preeti\\_kathuria20@yahoo.com](mailto:preeti_kathuria20@yahoo.com). Full paper should include Title of the paper (Font size 12, Times New Roman Bold), names of the authors, affiliations, postal and email address and phone numbers (Font size 12, Times New Roman, Italics), Paper content (Font size 12), References (APA format). Acceptance of paper will be informed within a week of the receipt of the full paper. E-certificate will be e-mailed after the conference. Selected Research Papers will be published in an e-book, Provided the plagiarism guidelines are fulfilled.

Important Dates for Paper Submissions :

- \* Last date of abstract submission: 15th October 2020
- \* Intimation of acceptance of abstract : 20th October 2020
- \* Last date of full paper submission: 10th November 2020



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## Registration

The Registration fee for participants is Rs 500/-. Registration fee may be sent as DD in favor of Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore or by bank transfer online (NEFT/RTGS Name of Bank HDFC Bank Ltd, Branch – Cloth Market, Indore (M.P.) CMS Code: SH97VSHVVD, A/c No – 50100256398597, IFSC Code- HDFC 0000281 , MICR – 452240003 , SWIFT Code: HDFCINBBXXX) along with abstract.

NOTE :- Please mention your Name, Medium of transaction , Date of transaction and Mail. The scanned copy of transaction along with abstract.

## Advisory committee

Shri Purushottam Das Pasari, Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Dr Upinder Dhar, Vice- Chancellor

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Convenor

Dr. Santosh Dhar, Dean- Faculty of Doctoral Studies and Research,

## Coordinator & Co-Coordinator

Dr. Preeti Kathuria– 9826556332

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## Organizing Committee

Dr. Shilpa Phadnis

Dr. Amit Joshi

Dr. Nasreen Ansari

Mr. Satish Kumar Patel