

“When a destitute mother starts earning an income, her dreams of success invariably center around her children. A woman's second priority is the household. She wants to buy utensils, build a stronger roof, or find a bed for herself and her family. A man has an entirely different set of priorities. When a destitute father earns extra income, he focuses more attention on himself. Thus money entering a household through a woman brings more benefits to the family as a whole.”

**-Muhammad Yunus**  
Noble Peace Prize - 2006

Be the change you want to see in the world.

**-Mahatma Gandhi**

The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them.

**-Ralph Nichols**  
The Father of the Field of Listening

Development is about transforming the lives of people, not just transforming economies.”

**- Joseph E. Stiglitz**  
Nobel Memorial Prize in Economic Sciences

In my view the imposing tower of misery which today rests on the heart of India has its sole foundation in the absence of education. Caste divisions, religious conflicts, aversion to work, precarious economic conditions – all centre on this single factor.

**- Amartya Sen**  
Noble Prize for Economics, 1998

## Programme Schedule

**Inauguration**  
10.30 a.m. – 11.30 a.m.

**Session I**  
11.30 a.m. - 1.30 p.m.

## Communication for Development in the Third World

**Prof. Srinivas R. Melkote**  
Bowling Green State  
University, Ohio, USA

## Panel Discussion

**Lunch**  
1.30 p.m. – 2.30p.m.

**Session II**  
2.30 p.m. – 4.30 p.m.

## Reflections on Media Intervention in Development Experience

**Shri. Shivananda Kalave**  
Environmental Journalist, Kalave Post  
Sirsi Taluk, Uttara Kannada District

**Shri. Shree Padre**  
Editor 'Adike Patrike'  
Vaninagar Post, Perla - 671552

## Panel Discussion

Tea  
4.30 p.m.

## Communication for Development

Communication is an integral part of development. Information is a pre-condition for development. The vastly changed media scenario calls for a recasting of the role of media in promoting pro social change. The economic reform has resulted in the democratization of media facilitating local governance as a stepping stone for empowerment of communities facilitating social development. Media convergence has the immense potential to create media, i.e. media with concern for development to provide alternative to commercial mainstream media. Today there are several initiatives to provide alternative media tools to realize the goals of development. It is necessary to examine the role of media in development and the application of communication as potential means of solving the problems of development. The workshop provides a platform to continue the dialogue.

## Registration

- Participation is only through confirmation and online registration.
- There is no registration fee.
- Outstation teachers except Mysuru, Mandya and Chamarajanagar will get II class travel allowance.
- Certificate will be issued to Teachers, Guest Faculty and Research Scholars.
- Boarding and Lodging for outstation participants will not be provided.
- Last date for registration is 10<sup>th</sup> December 2014.

## For Registration Contact:

**Vagdevi.H.S**  
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University of Mysore



## University with Potential for Excellence Project

Focus Area - II  
University of Mysore  
Manasagangotri, Mysuru

## Workshop for Journalism Educators

## Communication for Development

### Venue:

Seminar Hall, IOE Vijnana Bhavan  
Manasagangotri, UoM  
Mysuru -570006

**Date:**  
15th December 2014

**Time:**  
10.30 a.m.



**University with Potential for Excellence (UPE) Focus Area –II Project; Media and Social Development – A case study of Karnataka**

University with Potential for Excellence of University Grants Commission was awarded to the University of Mysore in the disciplines of Sciences & Social Sciences. In social science, the focus area of study is 'Media and Social Development: A Case Study of Karnataka'. The project aims to study the different paradigms of the media and social development; Analyze the nature, forms, levels, phases & consequences of media intervention in the process of social development; Study the development “deficit” & its implications on social categories; Assess how media intervention can transform the state; Develop new social development indices to greatly disadvantaged groups; Based on the findings of this study, design an alternative Model of Development for Karnataka.

**Chief Coordinator:** Prof. N. Usha Rani

**Coordinators:** Prof. Y. S. Sidde Gowda  
Prof. Muzaffar H. Assadi

**Core Committee:**

Prof. M. Indira            Prof. Krishne Gowda  
Prof. M. Devaraj        Prof. Chandrashekar  
Prof. Ramesh            Dr. Nanjunda  
Dr. Navitha Thimmaiah

**Journal of Media and Social Development**  
**Quarterly Media Journal by the Project**  
**Email: journal.msd@gmail.com**  
**Website: mysore.uni.ac.in**  
**Abhyudaya – Quarterly Newsletter by**  
**Project Fellows**  
**Website: mysore.uni.ac.in**



**Prof. Srinivas Melkote**

Prof. Srinivas Melkote has been a teacher in the field of telecommunication, journalism, and mass communication for more than 30 years. He has taught at universities in India, US, and Jamaica and is currently a full professor in the Department of Telecommunications in the School of Media and Communication Studies at Bowling Green State University, Ohio, USA. Professor Melkote has researched and published extensively on a range of issues from the role of communication in social change, participatory communication, diffusion of innovations, international communication, health communication, communication strategies for HIV/AIDS prevention, mass communication theory, quantitative research methods, media effects and communication pedagogy. His book “Communication for Development in the Third World: Theory and Practice for Empowerment” (co-authored with Dr. Leslie Steeves) is a core text for courses on media and communication in directed social change in colleges around the world. His current interests are examining the role of media and communication in achieving social justice. His work in social change communication examines the roles of globalization, economics, politics, and hegemonic discourse in sustaining and widening the inequality gaps between people in societies around the world.



**Shivananda Kalave**

A person who can authoritatively speak on Environment and Agricultural activity in Uttara Kannada is none other than Shri. Shivananda Kalave. He has treaded the forest and confidently creates awareness and widen indigenous knowledge on forest and environment. Exactly after 200 years he stride the path of Francis Buchanan and have catalogued the past and the present of Uttara Kannada. His philosophy comes out of his experience. He is an encyclopedia of knowledge in subjects like biodiversity, forest development, ill-effects of deforestation etc. He is an impressive communicator and has been spreading awareness about Rain Water Harvesting in the state. Has is been instrumental in tapping the flow of rain water and construction of artificial lakes. His studies on the relation between forest and water and the need for biodiversity are very vast and impressive. He has authored many books and is in pace with development journalism for past two decades. His creation 'Kanmane'- A Centre for learning on Nature and Forest resource, is giving a platform to incorporate and share knowledge on forest. For all his perseverance, dedication and work in the area of forest conservation & agriculture, he been honoured with Rajyotsava award.



**Shree Padre**

Shree Padre popularly known as 'Water Man of Canara Coast' a farmer, water journalist, and rainwater harvesting evangelist from Perla, Kerala has been putting passion for water conservation and is energising people to action in western Karnataka and north Kerala region. By putting pens in the hands of farmers, Shree Krishna Padre is building a field of grassroots agricultural journalism that puts farming information in the hands of farmers. His 'Pen in the Farmer's Hand'/'*Krishikara Kaige Lekhani*' movement allows farmers to trade information on agriculture and related subjects, giving a new voice to traditional wisdom. *Adike Patrike*, the first farmer-produced journal was his dream child where true success stories replaced highly scientific, research-oriented features. Saving water is a passionate mission for him. His work is been recognised and he is been invited to replicate his idea through farmers guilds, quasi-Government farmer federations, and communities inside and outside Karnataka. Mainstream newspapers and other farming journals are seeking Shree Padre's services and skills to adopt a farmer-friendly approach in their communications. His book on water conversation '*Nela Jala Ulisi*' and 'Rainwater Harvesting' provides insight into various methods that can be adopted for rain water harvesting. '*Samruddhi*' a group that he created meets regularly to exchange plant material and seed information. He is been recipient of many awards recent being Disha Green Globe Award 2013.