



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

विकसित भारत  
अभियान  
1947 TO 2047

## SCHOOL OF JOURNALISM AND MASS COMMUNICATION

In Collaboration With



## DEPARTMENT OF DESIGN AND INNOVATION (DDI)

**Jamia Millia Islamia, New Delhi**

presents

**3-Day International Conference**

on

# CONNECT 360

## SUSTAINABILITY AND INNOVATION INCORPORATING INDIAN KNOWLEDGE SYSTEM

**Conference Dates:** 15, 16, 17 April 2025 (Tuesday, Wednesday, Thursday)

**Time:** 10.00 AM to 4.00 PM

**Venue:** KR Mangalam University, Gurugram & Jamia Millia Islamia, New Delhi

**Mode:** Hybrid (Online participation option for outstation participants)

**Email ID:** [sjmconference@krmangalam.edu.in](mailto:sjmconference@krmangalam.edu.in)

**Phone No.:** (+91) 7827785569 | 9654544567

**WhatsApp:** <https://chat.whatsapp.com/EnsEABet9d4HJaqJRQkPBN>

Registration Scanner



<https://forms.office.com/r/800syM7ypz>

Supported by



## CONFERENCE NOTE

The proposed three-day International Conference, "Connect 360: Sustainability and Innovation Incorporating Indian Knowledge System," seeks to explore the transformative potential of Indian Knowledge Systems (IKS) in addressing global challenges through innovative communication, design thinking, and interdisciplinary collaboration. Organized by the School of Journalism and Mass Communication (SJMC), KR Mangalam University, in collaboration with the Department of Design and Innovation, Jamia Millia Islamia, New Delhi, this conference aims to foster meaningful dialogue and actionable insights to bridge ancient wisdom with contemporary science and sustainable practices.

Indian Knowledge Systems, deeply rooted in holistic principles and practices, offer a wealth of insights into sustainability and innovation. From the ecological balance envisioned in the Vedas to the sophisticated architectural and engineering marvels of ancient India, these systems reflect a profound commitment to harmony, preservation, and progress. As the world grapples with critical environmental, social, and economic challenges, IKS stands as an untapped reservoir of wisdom capable of inspiring innovative pathways toward sustainability.

Connect 360 aspires to serve as a platform for scholars, policymakers, practitioners, and professionals to collaborate in interpreting, preserving, and promoting IKS through immersive storytelling, design-led innovation, and media narratives. By focusing on the intersection of IKS and modern communication strategies, the conference aims to uncover the relevance of ancient wisdom in shaping sustainable and innovative solutions to contemporary problems. The conference will delve into the pivotal role of media and communication in amplifying the global relevance of IKS. Media narratives have the power to interpret, preserve, and disseminate the rich philosophical, epistemological, and cultural traditions of India. IKS encompasses a vast spectrum of ancient scientific knowledge and cultural practices that have shaped thought, lifestyle, and governance for centuries. This conference invites contributions that examine theoretical, practical, and policy-oriented aspects of utilizing media and design to transform sustainability and innovation discourses through IKS.

By emphasizing the synergy between communication, design, and innovation, Connect 360 envisions a future where interdisciplinary collaboration bridges the gap between traditional wisdom and modern advancements. It aims to inspire groundbreaking research, foster creative co-creation, and develop actionable strategies that align with ethical considerations and global well-being. The conference seeks to highlight the transformative potential of communication and design in creating a more sustainable, equitable, innovative, and resilient world.

Through this initiative, the conference aims to contribute to the growing impact of Indian Knowledge Systems by providing a robust platform for knowledge exchange, collaborative research, and policy recommendations. The outcomes will guide how IKS can be better represented, promoted, and integrated into addressing global challenges while shaping a sustainable and innovative future.

## OBJECTIVES

1. To elaborate on the discourse around the crucial role of communication and design research in interpreting, preserving, and promoting the principles of Indian Knowledge Systems (IKS) through innovative and engaging storytelling, design thinking, and immersive experiences.

2. To explore the relevance of Indian Knowledge Systems in addressing sustainability challenges in contemporary contexts.
3. To engage design thinking and communication strategies to amplify the global relevance of Indian Knowledge Systems.
4. To foster interdisciplinary collaboration that bridges ancient wisdom with modern sustainable, innovative, and scientific advances through design-driven research, co-creation, and knowledge exchange.
5. To develop actionable recommendations on how to better represent and promote Indian Knowledge Systems through innovative storytelling, design-led approaches, and ethical considerations.

## **THEMES AND SUB- THEME**

### **Media, IKS, and the Power of Visual Storytelling: Designing Engaging Narratives**

- The role of media in creating compelling narratives around IKS sustainability practices
- Utilizing media to foster intergenerational transmission of IKS knowledge
- Designing immersive media experiences that transport viewers into the world of IKS
- The ethical considerations of media representations of IKS and indigenous communities

### **Global Perspectives: Design and Innovation Across Indigenous Knowledge Systems Through Media**

- Media platforms for showcasing and sharing IKS-inspired innovations globally
- The role of media in fostering international collaborations on IKS-related projects
- Analysing media representations of indigenous knowledge systems across different cultures
- Utilizing media to promote intercultural understanding and respect for diverse IKS traditions

### **Sustainability Through IKS: Design for a Regenerative Future**

- Media campaigns to raise awareness about IKS-based sustainable practices
- Utilizing media to mobilize public support for IKS-based sustainability initiatives
- The impact of media representations on the perception and appreciation of IKS-inspired design
- IKS and the Design Revolution: Reimagining Tradition for the Future Through Media

### **IKS and the Digital Age: Communication & Design for Inclusivity and Accessibility**

- Developing inclusive and accessible platforms for IKS learning and engagement
- Utilizing media to bridge the digital divide and connect IKS practitioners with global audiences
- The role of media in fostering international collaborations on IKS-related projects
- Developing IKS-inspired digital tools and applications (e.g., AI for traditional designs)

## **Design Thinking and IKS**

- Applying design thinking principles to understand and revitalize IKS practices
- Integrating IKS values (e.g., community, sustainability, interconnectedness) into design solutions
- Utilizing IKS wisdom in the design thinking process (empathy, observation, ideation)
- The role of IKS in developing culturally appropriate and context-specific design solutions

## **CONFERENCE FORMAT**

- The conference will begin with the Inauguration Ceremony on Day 1 and conclude with the Closing Ceremony on Day 3 at the KR Mangalam University campus.  
Day 2 sessions will be hosted at Jamia Millia Islamia, New Delhi, ensuring a collaborative and immersive experience.
- Each day will feature keynote speeches by eminent experts, technical sessions for paper presentations, and thought-provoking panel discussions, offering diverse perspectives and insights.
- Attendees, including students, faculty, and scholars, will have dedicated opportunities to network, share ideas, and engage in informal discussions.
- All participants will receive a certificate of participation and a thoughtfully curated conference kit as a token of appreciation.
- The best paper presenters will be awarded merit certificates, celebrating their exceptional contributions.
- Distinguished delegates, keynote speakers, and invited guests will be presented with mementos as a gesture of respect and recognition.
- All papers presented at the conference will be published in conference proceedings (in a book format) with an ISBN. In case any participant requests for a physical copy, the charges for printing and dispatching the same shall be additionally applicable.
- Exceptional papers will be recommended for publication in a reputed indexed journal. The additional publication cost for the same would be borne by the respective author(s).

## **SUBMISSION OF ABSTRACTS AND FULL PAPERS**

Participants are invited to submit original research papers aligning with the central theme and sub-themes of the conference as per following guidelines:

- Abstracts should not exceed 300 words and must include the title, author's name, affiliation, and keywords.
- Full papers should adhere to APA referencing style and not exceed 6,000 words (excluding references and appendices).
- Submissions must be sent via (Registration Form) by 15 March 2025 (Abstract Deadline) and 31 March 2025 (Full Paper Deadline).
- All submissions will undergo a blind peer-review process to ensure high-quality contributions.

## REGISTRATION FEE

Academician/Professionals (Paper/Poster Presenter) .....	Rs. 1500
Foreign Delegates (Paper Presenter) .....	USD50
Research Scholars .....	Rs.1000
Online paper presenters .....	Rs.800
Academician/Professionals'/ scholars (Participation only) .....	Rs.500

## FEE PAYMENT:

- Participants can pay the participation fee as per the above mentioned categories by scanning the given QR Code.
- Alternatively, the participants can also pay online by visiting the link: <https://paytm.me/PYTMPS/nfkQgMP>
- All transactions and payments (including the receipts) would be accepted in digital/online mode only.
- Fee, once paid will not be refunded or adjusted.



## REGISTRATION LINK & QR CODE:

- After payment, participants must fill the registration form by scanning the QR Code or using the following link: <https://forms.office.com/r/800syM7ypz>
- Request to [Join the WhatsApp group for regular updates](#)



## IMPORTANT DATES

☐ Deadline for Registration & Abstract Submission .....	15th March 2025
☐ Notification of Acceptance .....	20th March 2025
☐ Deadline for submission of full paper .....	31st March 2025
☐ Conference .....	15-17 April 2025

## CONFERENCE SECRETARIAT:

Prof (Dr) Amit Chawla, Conference Chairperson & Dean - SJMC

Conference Secretariat, SJMC, K.R. Mangalam University, Gurugram-122103 (Haryana)

Mobile: +91- 9654544567, Email:- [dean.sjmc@krmangalam.edu.in](mailto:dean.sjmc@krmangalam.edu.in)

## ***For Registration and Inquiry***

Dr. Aaqib Anwaar Butt- Convenor 7827785569,

Email: [aaqib.anwaar@krmangalam.edu.in](mailto:aaqib.anwaar@krmangalam.edu.in)

Dr. Ritwik Ghosh- Convenor-Mob: +91- 9650183302,

E-mail: [ritwik@krmangalam.edu.in](mailto:ritwik@krmangalam.edu.in)

## **ABOUT K.R. MANGALAM UNIVERSITY**

K.R. Mangalam University Established in 2013 under the Haryana Private University Act, K.R. Mangalam University is a pioneer institution of higher education located in Gurugram. K.R. Mangalam University is known for its excellence in interdisciplinary education and for its research and innovation that prepares students to become socially responsible and contribute to nation-building through their learning and skills. K.R. Mangalam University (KRMU) proactively organizes seminars, industrial visits, experts' lectures, internships, symposiums, campaigns and many more activities, providing students with a 360° exposure to various trends, helping them build diverse viewpoints. Along with advanced learning, the university gives paramount importance to co-curricular activities such as vibrant festival celebrations, social responsibility activities, tech training, research and many more activities. Recognized for its virtues of quality, equality, inclusiveness, sustainability, and professional ethics, KRMU is synonymous with academic excellence and innovation.

## **ABOUT SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)**

The School of Journalism and Mass Communication (SJMC) is committed to preparing the next generation of prominent journalists. We provide our students with first-hand knowledge through rigorous live projects, expert lectures, networking events, and internship programs. Students receive personalized guidance from industry professionals who are dedicated to bringing real-world insights into the classrooms. The School of Journalism and Mass Communication aspires to become an internationally recognized media school through excellence in interdisciplinary project-based, student-centric media education. The school aims to develop socially responsible lifelong learners who contribute to nation-building. The School of Journalism and Mass Communication at K.R. Mangalam University provides students with an all-inclusive understanding of journalism and mass communication, keeping them abreast of the latest technologies. One of the prime benefits of studying journalism and mass communication is that it provides unique insights and industry knowledge to meet current industry demands. The industry-focused curriculum of SJMC is thoughtfully designed to prepare new-age media professionals. The school focuses on innovative production and critical consumption of a range of moving-image media. A rich and industry-oriented curriculum with state-of-the-art media labs is matched with the extensive co-curricular program that includes opportunities to participate in on-campus media productions and projects.

## **ABOUT JAMIA MILLIA ISLAMIA (JMI)**

Established in 1920, Jamia Millia Islamia (JMI) is a central university based in New Delhi, renowned for its rich legacy in education, research, and social impact. Over the years, JMI has emerged as a multi-faceted institution with a commitment to promoting academic excellence, innovation, and inclusivity. Recognized by the Government of India as an Institution of Eminence, Jamia Millia Islamia offers a wide range of undergraduate, postgraduate, and doctoral programs across disciplines, fostering a multidisciplinary approach to education. With state-of-the-art facilities, a vibrant campus culture, and an emphasis on fostering critical thinking, JMI continues to shape future leaders and professionals who contribute meaningfully to society.

JMI's focus on integrating tradition with modernity reflects its ethos of empowering students to engage with global challenges while remaining rooted in cultural heritage. The university is also recognized for its active engagement in research and development, supported by robust collaborations with industry and academia at both national and international levels. Jamia's emphasis on sustainability, ethics, and innovation resonates across all its academic programs and institutional practices, making it a distinguished center of learning.

## **ABOUT THE DEPARTMENT OF DESIGN AND INNOVATION (DDI)**

The Department of Design and Innovation (DDI) at Jamia Millia Islamia is a hub for creativity and technological advancements, established to address the ever-evolving landscape of design and its role in solving real-world problems. Known for its interdisciplinary approach, the department integrates traditional design practices with cutting-edge technologies, enabling students to explore and innovate across diverse domains such as sustainable design, product innovation, digital interfaces, and user experience design.

DDI emphasizes the importance of sustainability, community development, and the Indian Knowledge System in modern design practices. The curriculum is meticulously designed to combine theoretical knowledge with practical applications, fostering a culture of experimentation, collaboration, and critical thinking. Equipped with advanced labs, experienced faculty, and industry partnerships, DDI provides students with hands-on exposure to real-world challenges, preparing them to become leaders in the global design ecosystem.

## ORGANIZING TEAM

### Patrons

**Prof (Dr) Dinesh Singh,**  
Chancellor, KRMU

**Shri Abhishek Gupta,**  
Pro Chancellor, KRMU

**Shri Rohit Gupta,** Director, KRMU

**Prof. (Dr) Raghuvir Singh - VC, KRMU**

**Dr. Rahul Sharma - Registrar, KRMU**

**Prof. Mazhar Asif,**  
Vice Chancellor

Jamia Millia Islamia, New Delhi

### Chairpersons

**Prof. (Dr.) Amit Chawla**  
Professor & Dean SJMC,  
KR Mangalam University

**Prof. (Dr.) Qamar Irshad**  
Dean (Faculty of Architecture and Ekistics)  
& Head (DDI),  
Jamia Millia Islamia, New Delhi

### Convenors

**Dr. Aaqib Anwaar Butt**  
Assistant Professor- SJMC  
**Dr. Ritwik Ghosh**  
Assistant Professor- SJMC

**Mr. Saniuddin Khan**  
Assistant Professor  
Department of Design and Innovation,  
Jamia Millia Islamia, New Delhi

### Co-Convenors:

**Dr. Sarina,**  
Assistant Professor, SJMC  
**Dr. Ritika Choudhary,**  
Assistant Professor, SJMC

**Dr. Deepshikha**  
Assistant Professor,  
Department of Design and Innovation,  
Jamia Millia Islamia, New Delhi

### Organizing Secretary

**Mr. Karan Singh**  
Assistant Professor, SJMC

**Ms. Aditi Agarwal**  
Assistant Professor, SJMC

### Coordinator

**Mr. Trilok Kumar Singh**

## ADVISORY COMMITTEE & SESSION CHAIRS

· **Prof. (Dr) Farhat Basir Khan** Founding Professor - Department of Design & Innovation (DDI), Jamia Millia Islamia, and Professor - CMMS, Jamia Hamdard University, New Delhi



· **Prof. (Dr) Anubhuti Yadav** Head of Department - New Media, and Course Director - Digital Media, Indian Institute of Mass Communication, Delhi

· **Prof. (Dr) Ambrish Saxena** Professor - South Asian University (SAU), New Delhi, and Secretary - Global Media Education Council (GMEC)



· **Prof. (Dr) Sumit Narula** Professor & Director - ASCO, Amity University Haryana, and Editor-in-chief - Journal of Content Community & Communication (SCOPUS Indexed)

· **Prof. (Dr) K.S. Kusuma** Professor & Head, Department of Convergent Journalism, AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi



· **Prof. (Dr) Aneesha Sharma** Former HoD and Associate Professor at Department of Design, Indian Institute of Technology, Delhi

· **Prof. (Dr.) Durgesh Tripathi** Professor & Dean University School of Mass Communication (USMC) at GGS Indraprastha University (GGSIU), New Delhi



## HOW TO REACH

### Google Location

<https://maps.app.goo.gl/F699ve3zgKctXFfx8>

- **Nearest airport:** 90 minutes drive from IGI Airport, New Delhi
- **By train:** 60 minutes drive from Gurgaon Railway Station
- **Delhi metro:** 45 minutes drive from Millenium City Centre (Yellow Line)





**K.R. MANGALAM UNIVERSITY**

**THE COMPLETE WORLD OF EDUCATION**

Sohna Road, Gurugram, Delhi-NCR | Landline No.: 0124-2867800

 08800697010-15  011-48884888  8800697012

[www.krmangalam.edu.in](http://www.krmangalam.edu.in) | [admissions@krmangalam.edu.in](mailto:admissions@krmangalam.edu.in)

 krmuniv  krmuniv  K.R. Mangalam University

 Krmangalamuniv  K.R. Mangalam University