

SUBMISSION GUIDELINES

We welcome you to submit a paper on how these questions can be answered and how change can be brought about. The paper must be based on empirical evidence, theoretical perspectives, methodological innovations, micro-level experiments, policies and programs relevant to the seminar themes and should be submitted in "Times New Roman", font size 12, 1.5 spaced with margin 11/2" on the left side and 1" on the other three sides. The papers will be screened by the review committee. Abstracts/papers in not more than 200/2300 words, in MS – Word format should electronically be sent to wskbn@gmail.com. A hard copy of the same may also be sent to the Director, Women's study center, KBN college, Kothapeta, Vijayawada.

PARTICIPANTS

Academicians, Research Scholars, Policy Makers, representatives from the Government and Non-Government Organizations, media and those working in the subject area of Gender and Development are invited to contribute their research papers.

IMPORTANT DATES

Submission of full paper: 1st July 2017
Acceptance of paper: 10th July 2017
Seminar dates: 21st & 22nd July 2017.

PUBLICATION DETAILS

UGC listed ISSN Journal No: 22778160
For paper presentation & Publication: Rs 2000/-
For Participation: Rs 1000/-

MODE OF PAYMENT:

Payment should be made through Bank Demand Draft / NEFT Principal KBN College, Vijayawada.

A/c No. : 1414155000114010
IFSC : KVB0001414
Branch : Vijayawada, 1 Town.

SEMINAR COORDINATOR

Smt. A. Krishna priya, Director, women's study center.

CO-CONVENERS

Dr. V. Subhashini, Assoc. Prof. in Zoology.
Sri. V. Seshagiri, Asst. Prof., Dept. of Commerce & Management.
Sri. K.S. Prakash, Asst. Prof. Dept of Commerce & Management.

FOR ENQUIRIES

70939 29554, 97053 47432, 88013 98969 & 98854 65836

ABOUT KBN COLLEGE

Kakaraparti Bhavanarayana College is a vivacious outcome of a century old renowned charitable organization, S.K.P.V.V. Hindu High Schools Society with "Tejaswina Vadheethamasthu" as its motto. Since its inception in 1965 it marked an epoch in innovative education, in an academically and economically impoverished area. The college with heightened social imagination and ardent zeal, shone like a lodestar which led innumerable students towards the goal of an illustrious life. The ever vibrant college grew by leaps and bounds and has evolved with the times. It has been adorned with the Autonomous status by the UGC in the year 2010, and received 'Best Laboratory', 'Best Academic Achievement', 'Best Library' and 'Best NSS Unit' awards. The College has never rested on its laurels and has been relentlessly raising the bar. It has been accredited with 'A' grade by NAAC in 2013, Certified with ISO 9001-2008 for Quality Management Standard and accorded with CPE in 2016 by UGC. In the NIRF Ranking, the College is listed in 92nd place at National Level which stands out to be the acme of academic achievement.

ABOUT WOMEN'S STUDY CENTRE

Committed to the cause of women empowerment WOMEN'S STUDY CENTRE has emerged as a ground-breaking interdisciplinary body in February, 2016 under the development of women studies in Indian Universities and Colleges Program of UGC. KBN College UGC sponsored Women's Study Centre has had a very eventful and significant journey in a short span of one year. The Centre has been conceived as a gadget of social engineering that aims to build a conducive gender centric and gender sensitive eco system for women from all gamut of the society. It strives not only to grill the entire system of socio – economic- political and cultural subordination of women but also generates critical consciousness about the dominant ideologies of misogyny and patriarchy. In order to achieve this, the Centre meticulously resorts to training, extension, dissemination and advocacy as its core activities. It deserves a mention here that the Centre has been proactively undertaking major activities like extension activities, conducting seminars, workshops to examine the status of women in multi-cultural framework.

SEMINAR THEME

Empowerment of women is not only significant for an evenhanded society but also indispensable to a stronger economy, reaching global millennial goals, and improving the quality of life of men, families, and society. In India, the seeds for real transformation were sown soon after independence, when the Principle of Gender Equality is incorporated in the Preamble of Indian Constitution, along with the Fundamental duties and Directive Principles. Furthermore, the draft National Policy for the Empowerment of Women (2016) marks an important step taken by the Government towards the overall empowerment and development of women. However impressive the progress may be, substantial and deep inequalities still persist in varying forms, even in domains where significant change has occurred.

Accredited by NAAC @ 'A' grade
ISO 9001-2008

National Level Rank – 92 (NIRF)
UGC CPE status



KBN COLLEGE (Autonomous)

A College with Potential for Excellence (CPE-UGC)
(Sponsored by S.K.P.V.V. Hindu High Schools Committee)
Kothapeta, VIJAYAWADA - 520 001, A.P.



UGC sponsored National Seminar on

WOMEN EMPOWERMENT, MEDIA, CINEMA & THEATRE – PROSPECTS & CHALLENGES

on
21st & 22nd July 2017



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Convener:

Smt. A. Krishna Priya,

Director, Women's Study Centre

Co-Conveners:

Dr. O. Subhashini,

Associate Professor in Zoology

Sri. O. Seshagiri

Asst. Prof. Dept of Commerce & Management.

Sri. K.S. Prakash,

Asst. Prof. Dept of Commerce & Management

Sri. P.L. Ramesh

HOD, Computer Science

: 0866-6699233

: 0866-2508537

Jointly Organized by

UGC-WOMEN'S STUDY CENTRE - KBN College

Kothapeta, Vijayawada - 520 001

and

KRISHNA UNIVERSITY , Machilipatnam.

Media in India once upon a time was limited to morning newspaper, the occasional radio broadcast and the sole television network "Doordarshan". But with the advent of computers and revolution in telecommunications, media underwent a sea-change. Media now is ubiquitous, thanks to proliferation of overwhelming range of communication devices and democratization of content creation. Media, which was earlier merely a reporting device, today is a vibrant means of shaping, molding, and influencing public opinion. Hence, it comes as no surprise that Media wields a powerful influence on all aspects of our society including the portrayal of women. Sadly, media reduced Indian women to fit stereotypes that have been reinforced by our society through centuries of sexism and oppression. Today, those stereotypes oscillate between these two extremes: "mother India" and "sexual object". What the media does not see and project is the image of a woman who is an independent thinker and an able decision-maker.

Today, Cinema and Television serials are not only hugely popular but also tremendously influential media. But, before the motion picture made a foray traditional theatre forms and performance arts ruled the roost. Utmost respect and dignity was attached to the performers and women often portrayed crucial and meaningful roles in these art forms. When one contrasts this to the current scenario, one couldn't help but wonder how the roles played by women devolved?

Any flourishing art form must mirror the contemporary society in which it is thriving. Because today's Indian woman is much more than a mother and a wife, shouldn't movies and television portray women as more independent, confident, and as a true stakeholder in nation- building? To the contrary, cinema and television have reduced women to no more than ornamental additions good enough only for a duet with the leading male protagonist or as a vixen whom he must defeat. The discrimination doesn't end there. In terms of remuneration, and dignity, today's leading ladies are far behind their male counterparts. And notoriously everyday women performers are subjected to disgraceful casting couch harassments. Will women ever enjoy equal pay for equal work? Will they ever find a strong foothold in a male-dominated and patriarchal field? Don't they deserve respect and a harassment free workplace? How can the change be brought about? These are some pertinent questions that need to be answered and answered quickly.

SUB-THEMES BUT NOT LIMITED TO:

- Feminism: The illusion of empowerment
- Cyber savagery against women.
- Gender equality and women empowerment
- Gender issues in theater and cinema.
- Case studies
- Contemporary percolation of dramatic traditions from stage to screen.
- Acting outside the box: Race, gender & sexuality.
- Women in 21st century media.