



ICSSR Sponsored National Conference

Indigenous Knowledge, Culture & Media in the North East India

| 16th & 17th May, 2024 |

Organised by
Department of Journalism and Mass Communication
North-Eastern Hill University, Shillong

About the university



North Eastern Hill University (NEHU), Shillong, stands as a beacon of academic excellence nestled in the picturesque landscapes of the northeastern region of India. Established in 1973 as the first central university of North East India, NEHU has been playing a pivotal role in fostering knowledge, imparting skills and cultivating talent. Known for its commitment and dedication to

providing quality and up-to-date education, the university offers a diverse range of programmes spanning various disciplines. NEHU is characterised by its dynamic academic environment, where students benefit from curriculums aligned with the latest educational standards, experienced faculty members, and state-of-the-art facilities. The dedication of the university to research and innovation, coupled with its focus on inclusivity, has made it a hub for students seeking a holistic and enriching learning experience in the northeastern part of the country. With a rich cultural diversity and academic rigour, NEHU continues to symbolise educational excellence in the region.

About the department



Established in 2012 under the School of Economics, Management, and Information Sciences (SEMIS), the Department of Journalism and Mass Communication at North-Eastern Hill University has emerged as one of the centres for Media and Communication studies in the North-Eastern Region. With experienced faculty

members, industry-academia interaction, skill-based curriculum and hands-on experience with state-of-the-art equipment, the department has carved a niche for itself within a short span of time from its inception.

The department offers comprehensive Master's and Doctoral programs, attracting a diverse range of national and international students. Spanning two years, the Master's programme combines theory and practical skills, offering specialisations in critical media practice and theoretical research. The students get the opportunities to acquire a spectrum of media skills, from writing to audio-visual and digital media production, planning and preparing advertising and public relations campaigns, designing print materials and conducting comprehensive research.

The PhD program aligns with UGC norms, fostering research in areas such as communication and social change, community media, political communication, digital media, film studies, and media and culture, among others. The department stands as a hub for national and international students due to its unique geographical and cultural position, fostering a rich academic environment with regular seminars, workshops, and interactive sessions with media professionals and seasoned professors..

About the place

Shillong, the capital of Meghalaya in northeastern India, is a city renowned for its picturesque beauty and cultural richness. Nestled amidst hills and lush greenery, the city is often referred to as the “Scotland of the East”. The pleasant climate, colonial-era architecture, and vibrant markets contribute to the unique charm of the city. Shillong serves as a cultural and educational hub for the northeastern region, with various educational institutions and a thriving music scene. Notable attractions include Ward’s Lake, Elephant Falls, and Shillong Peak, offering stunning views of the surrounding landscapes. The diverse populations and festivals showcase the rich cultural heritage of the city. The tranquil ambience and scenic beauty make it a popular destination for both tourists, scholars and those seeking a peaceful retreat.



About the conference

The Northeast region of India stands as a testimony to the rich and diverse indigenous knowledge and cultures, each weaving its unique knowledge systems, traditions, and languages into the vibrant mosaic of the Indian subcontinent. The region, comprising of the eight sisters, including Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim, is unique in itself with myriad ethnicities coexisting and contributing to the cultural wealth of India.

In recent times, the landscape of the Northeast has undergone significant transformations, with the rapid integration of media and technology permeating even the remotest corners of the region. This integration has brought both opportunities and challenges to the preservation and promotion of the rich cultural heritages that define the identity of the indigenous communities inhabiting this diverse terrain.

The conference, titled Indigenous Knowledge, Culture, and Media in North East India, focuses on the profound exploration of the dynamic relationships between Indigenous Knowledge, Culture, and Media in the region. At its core, the conference aspires to foster a deeper understanding of how these elements intersect, influence each other, and collectively contribute to the broader narrative of cultural identity in the digital age.

Indigenous communities in the North East have been the custodians of invaluable knowledge systems that have sustained them for generations. These knowledge systems are deeply embedded in the ecology, shaping practices of the region related to agriculture, healthcare, and environmental conservation. The conference aims to explore these traditional practices, shedding light on their relevance, sustainability, and the intricate ways in which they are transmitted across generations.

In the era of global communication, media plays a pivotal role in shaping perceptions and influencing cultural narratives. The conference will critically analyse how indigenous cultures of North East India are portrayed in mainstream and digital media. By examining media representation, the conference aims to uncover the impact on the identity, perceptions, and self-esteem of indigenous communities, offering insights into the complexities of modernity.

While the media can pose challenges to cultural preservation, it also presents unprecedented opportunities. The conference plans to explore ways in which digital media can be effectively harnessed to preserve, document, and promote indigenous cultures. By showcasing successful initiatives that leverage technology to empower indigenous communities, the conference seeks to inspire new approaches that bridge the gap between tradition and modernity.

The conference seeks to the multifaceted challenges faced by indigenous communities in preserving their cultural heritage, particularly in the context of media influence. It will also explore opportunities for collaboration between traditional knowledge holders, media professionals, and policymakers to address these challenges collectively. Through dialogue and shared insights, the conference aims to pave the way for actionable strategies that ensure the sustainable preservation of indigenous knowledge and culture.

To provide a holistic experience, the conference will go beyond academic discussions, incorporating cultural exhibits, performances, and interactive sessions. These activities will not only showcase the rich cultural diversity of North East India but also emphasise the importance of inclusivity and respect for indigenous cultures in media narratives.

The proposed conference endeavours to contribute meaningfully to the discourse on the interplay between Indigenous Knowledge, Culture, and Media in North East India. By fostering a deeper understanding of these dynamic relationships. It also seeks to celebrate and preserve the unique cultural heritage of the region while navigating the challenges and opportunities presented by the digital age.

Scope of the conference

The scope of the conference “Indigenous Knowledge, Culture, and Media in North East India” is broad and multifaceted, aiming to comprehensively explore and address the intersections between indigenous knowledge, culture, and media within the context of the North East region of India.

The conference will encompass various thematic areas and objectives. It will provide a platform for discussion, analysis, and collaboration among diverse stakeholders, including researchers, academics, media professionals, indigenous community leaders, policymakers, and cultural practitioners. The scope of the two-day national conference primarily includes the following.

- 1. Exploration of Indigenous Knowledge Systems and Cultural Practices:** Examination of the rich tradition of indigenous knowledge systems, cultural practices, and linguistic diver-

sity prevalent in the North East region of India. This encompasses understanding the traditional practices related to agriculture, healthcare, environmental conservation, and other aspects deeply rooted in the cultural fabric of the region.

- 2. Critical Analysis of Media Representations:** Understanding how indigenous cultures of North East India are portrayed in various media platforms, including mainstream media and digital media. This entails examining the impact of media representation on shaping perceptions, identities, and self-esteem of indigenous communities.
- 3. Examination of Media Influence on Cultural Preservation:** Discuss the challenges and opportunities presented by media influence in the preservation of cultural heritage. This involves identifying innovative approaches and success stories in leveraging digital media for the documentation, preservation, and promotion of indigenous knowledge and cultures.
- 4. Identification of Challenges and Strategies:** Identify and analyse the challenges faced by indigenous communities in preserving their cultural heritage amidst the influence of modern media. Explore strategies to actively engage in digital platforms for cultural preservation, ensuring the sustainable transmission of traditional knowledge across generations.
- 5. Policy Development and Recommendations:** Develop policy recommendations based on insights gained during the conference to support the sustainable preservation of indigenous knowledge and culture in the North East region of India. This involves synthesising research findings, experiences, and best practices shared by stakeholders.
- 6. Inclusive and Interactive Approach:** Adopt an inclusive approach by incorporating cultural exhibits, performances, and interactive sessions to showcase the rich cultural diversity of North East India. Emphasise the importance of inclusivity and respect for indigenous cultures in media narratives.
- 7. Knowledge Sharing and Collaboration:** Foster dialogue, knowledge sharing, and collaboration among diverse stakeholders, including researchers, academics, media professionals, indigenous community leaders, policymakers, and cultural practitioners. This involves creating a forum for sharing insights, research findings, experiences, and best practices.

Overall, the conference aims to contribute meaningfully to the discourse on the relationship between Indigenous Knowledge, Culture, and Media in North East India, celebrating and preserving the unique cultural heritage of the region while navigating the challenges and opportunities presented by the digital age.

Takeaways from the conference

The anticipated two-day national gathering, featuring participation from students, researchers, academicians, and professionals, aims to facilitate a profound exploration of indigenous knowledge systems and cultural practices in North East India. This conference endeavours to serve as a platform for both appreciation and critical analysis of the diverse indigenous knowledge and cultures depicted across various media platforms.

The primary focus of discussions, research paper presentations, and the examination of policy documents and reviews is to cultivate a comprehensive understanding of how media representation shapes perceptions, identity, and self-esteem within indigenous cultures and communities in North East India. The conference will examine the identification and analysis of traditional knowledge systems and prevailing culture in the region, with specific attention to practices related to agriculture, healthcare, and environmental conservation.

The conference will attempt to showcase successful approaches in effectively utilising digital media for the preservation, documentation, and promotion of indigenous knowledge and cultures in North East India. Recognising the challenges posed by modern media influence in preserving cultural heritage, the conference aims to spark discussions on strategies for active participation in digital platforms, ensuring the sustainable preservation of cultural richness. The conference is intended to contribute to the formulation of policy recommendations based on the insights gained, supporting the sustainable preservation of indigenous knowledge and culture in the North East region of India.

In essence, the conference aims to foster a holistic dialogue, encouraging knowledge exchange, and creating actionable strategies for the sustainable preservation of the rich cultural heritage of North East India in the context of contemporary media influences.

Conference objectives

- To deliberate on the deeper understanding of the indigenous knowledge systems, cultural practices, and linguistic diversity of the North East region of India
- To provide a platform for the appreciation and critical analysis of the diverse indigenous knowledge and cultures of the North Eastern region portrayed in different media platforms.
- To discuss the impact of media representation on shaping perceptions, identity, and self-esteem of indigenous culture and communities of NE India.
- Identify the traditional knowledge systems prevalent in the Northeast and their transmission across the generations, with a focus on practices related to agriculture, healthcare, and environmental conservation.
- Explore and showcase innovative approaches and success stories in leveraging digital media for the preservation, documentation, and promotion of indigenous knowledge and cultures.

- Identify and analyse the challenges in preserving the cultural heritage of the Northeast region amidst the influence of modern media and discuss strategies to actively participate in digital platforms for cultural preservation.
- Develop a forum for researchers, academics, media professionals, indigenous community leaders, and policymakers to share their insights, research findings, and experiences.
- Prepare policy recommendations based on the insights gained during the conference to support the sustainable preservation of indigenous knowledge and culture.

Sub-themes for the conference

The conference aims to explore various dimensions of indigenous knowledge, culture, and media encompassing the sub-themes listed below. The presented papers on the sub-themes are expected to explore the rich complexities of indigenous perspectives, traditions, and expressions of North East India within the realm of media, fostering comprehensive discussions and analyses. However, the sub-themes are limited to the sub-themes listed.

Sub-themes

- Traditional agricultural practices and media
- Documentation of ethno-medicine and media
- Ecological wisdom and environmental conservation
- Portrayal of North East cultures in mainstream media
- Digital media and its impact on cultural identity
- Representation of indigenous voices in media narratives
- Social media in preserving and promoting the culture of Northeast India
- Digital storytelling and documentation of Indigenous knowledge
- Threats of globalisation and cultural homogenisation
- Urbanisation, traditional lifestyles and media
- Changing demographics and its effect on cultural continuity
- Initiatives for Indigenous Media Representation
- Community-driven media initiatives
- Grassroots media activism and advocacy for cultural preservation
- Involvement of youth in cultural preservation efforts
- Promotion of sustainable practices and media
- Digital inclusion and access in remote communities of Northeast India
- Indigenous languages and the digital divide
- Folk stories in visual arts, music, and dance of North East India
- Cinema and cultural representation of Northeast India

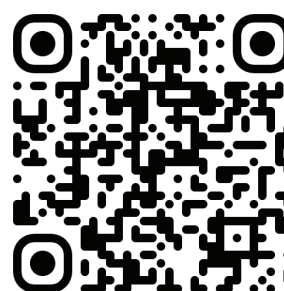
Key dates

- Last date of submission of abstract : 31 March 2024
- Notification of the acceptance of abstract : 3 April 2024
- Last date of registration : 5 April 2024
- Last date of submission of full paper : 10 April 2024

Abstract submission

Abstracts are invited from interested scholars on the topics relevant to the theme of the conference or the sub-themes mentioned. The abstract preferably shall not exceed maximum of 250-300 words, including the objective of the research, methodology used, findings, practical implications and 5-6 keywords related to the subject of the paper.

The abstracts received are subject to review and inclusion. The scholars are requested to submit the abstracts electronically via the abstract submission link or by scanning the QR code. The selected abstract will be included for presentation and communicated to the authors.



Guidelines to the authors

- Cover Page: Title of the paper, name of author(s), designation, professional affiliations, email id and mobile number.
- In case, a paper with more than one author, please mention the name of the paper presenter.
- The abstract preferably shall not exceed maximum of 250-300 words, including the purpose of the research, methodology used, findings, practical implications and five keywords related to the paper.
- The full paper should be typed and submitted either using English or Hindi, with font Times New Roman for English and Krutidev for Hindi.
- The font sizes should be 12 for English and 13 for Hindi, and the line spacing should be set to 1.5.
- The submitted full paper shall not consist of more than 6000-7000 words, references (APA style, 7th edition), credits, necessarily without plagiarized and controversial content.
- Please send your queries to our conference id nehujmconference24@gmail.com

Registration fee

Type of participants	Local	Outstation
Academician	1500 INR	2000 INR
PhD Scholar	1200 INR	1500 INR
UG/PG Students	750 INR	1000 INR

Bank Account Details

Account No: 36279591419

IFSC: SBIN0004295

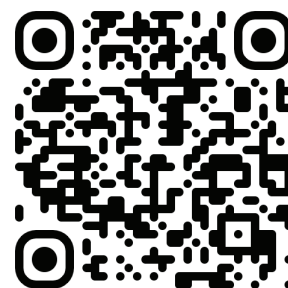
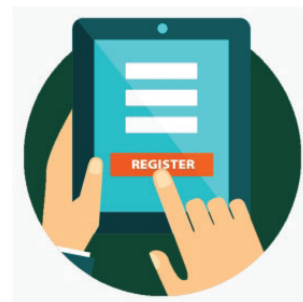
Bank: State Bank of India

NEHU Branch, Shillong

Shillong-793001

Registration instruction

- All participants must complete the payment process to secure their registration.
- If your paper has multiple authors, each author must register individually and pay the applicable fee. If co-authors are not attending the conference, they should be registered as local participants and pay the corresponding fee.
- Keep a screenshot or a photograph of the successful payment transaction. This will be required during the registration process.
- Scan the QR code provided on the right side to access the registration form. Alternatively, you can click on the registration button. This will redirect you to the online registration form.
- For outstation participants, we are pleased to offer accommodation on a sharing basis, along with food arrangements.

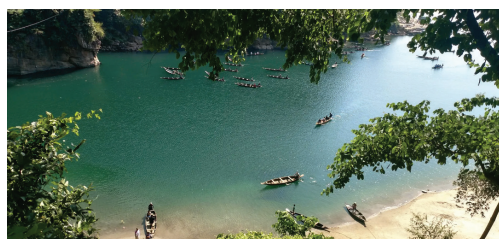
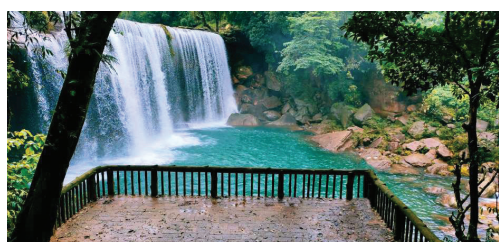


Publication plan

The full-length papers submitted for the conference will be peer-reviewed, and selected papers will be published and released during the conference in edited volumes with ISBN by a reputed publisher.

How to reach NEHU

To reach North-Eastern Hill University (NEHU), the nearest airport is Shillong Airport, or one can opt for Guwahati Airport. From the airport, taxis or public transportation are available to reach NEHU. Alternatively, one can take a train to Guwahati Railway Station and then proceed to 3 hours NEHU by road. The university is well-connected via road networks, ensuring ease of access for visitors.



Weather in Shillong

In May, Shillong basks in the warmth of early summer, with temperatures comfortably set between 15°C and 24°C. The weather is predominantly pleasant, fostering exploration and admiration of the city's lush landscapes and natural beauty under clear, blue skies.

Conference organising committee



Chief Patron

Prof. Prabha S. Shukla

Vice-Chancellor, NEHU



Dean

Prof. G. Singaiah

School of SEMIS



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Head of the Department

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Assistant Professor



Dr. Barath N

Assistant Professor



Dr. Karen L Donoghue

Assistant Professor

Conference coordinators (students)

- Mr. Antriksh Kar Singh, Research Scholar
- Ms. Dimple Baro, Research Scholar

For more information

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