

**International Conference**  
**Supported by the India New Zealand Education Council Programme**  
(An initiative of the New Zealand India Research Institute and the University Grants Commission)  
**9-10 February 2015**  
**Tagore Hall, Jamia Millia Islamia, New Delhi**

**0930: Registration**

1000-1100

**Inaugural Session**

*Chair: Prof Talat Ahmed, Honourable Vice Chancellor, Jamia Millia Islamia*

*Guest of Honour : H E Ambassador Grahame Morton, High Commissioner of New Zealand*

*Opening Address – Shri Jawhar Sircar, CEO, Prasar Bharati*

*Introduction by:*

- Vibodh Parthasarathi, Centre for Culture, Media & Governance, Jamia Millia Islamia
- Associate Prof. Adrian Athique, Chair, School of Arts, University of Waikato
- Prof Biswajit Das, Director, Centre for Culture, Media & Governance, Jamia Millia Islamia

HIGH TEA

1130-1315

**Panel 1: Capital Formations**

**Chair: Dr. Ravina Agarwal**

- Douglas Hill – *India's media economy and the role of off-shore finance*
- Alam Srinivas, Anushi Agarwal & Devi Leena Bose – *A Den of Networks: Ownership models in a Cable MSO*
- Aswin Punathambekar – *Bollywood and Industrial Identity in an Era of Reform*

LUNCH BREAK

1415-1545

**Panel 2 : Industrial Dynamics**

**Chair: Dr. Kaushik Bhaumik**

- Shishir Jha – *Examining Digital Competencies within the Entertainment Industry*
- Arul George Scaria – *Piracy in the Indian Film Industry*
- Sonali Sharma – *Indian Animation Industry in the Value Chain*

TEA BREAK

1600-17:45

**Panel 3: Cultures of Consumption**

**Chair: Prof. Biswajit Das**

- Shakuntala Banaji – *Beyond consumption and technology: Social class and children's media use*
- Neshat Quaiser – *Consuming Leisure not so leisurely: New Political Economy of Leisure*
- Bindu Menon & TT Sreekumar – *Islamic Home films in Kerala and the Middle East*

*Ms. S. S. S. S. S.*  
*6/2/15*



1000-1145

**Special Session: Economies of Devotion**

*Introduction: Prof. Adrian Athique Chair, School of Arts, University of Waikato*

*Chair: Prof. Sasanka Perera, Dean, School of Social Sciences, South Asian University*

*Keynote:*

*Pradip Thomas – On Religion, Communication and Political Economy in India: Contextualising "Gospel for Asia"*

- Padmaja Shaw – *Your Faith, My Power?: Political significance of religious channels*
- Kanthi Krishnamurthy – *Mediated Spiritual Devotion in the contemporary urban middle class*
- Manoj Das – *Producing & Consuming Religion: Televising the funeral of Sai Baba*

TEA BREAK

1200-1330

**Panel 4: Economies of the Intangible**

*Chair: Dr. Saima Saeed*

- Ratnakar Tripathy – *The music entrepreneur and his economic environment*
- Maggie Huang – *Copyright Management in the Age of Mobile Music*
- Rashmi M. – *Mobile phones & multimedia consumption among users of limited technological access*

LUNCH BREAK

1430-1615

**Panel 5– Media Labour**

*Chair: Sukumar Muralidharan*

- Sunitha Chitrapu – *Globalization & Production Crews in Mumbai's Media Industries*
- Scott Fitzgerald – *Professional Logics, Industrial Relations and the Markets for News Media*
- Babu Ramesh – *Dissecting the Job Insecurities of Print and Television Journalists*

1630-1745

**Panel 6 Market Dynamics and Social Transactions**

*Chair: Prof. S.V. Srinivas*

- Satya Reddy – *Advertising practices and the making of regional newspaper markets: Andhra Patrika, 1914-1920*
- Radhika Mittal – *Mediating food and Consumption: An ecological perspective*

**Wrapping Up:** Vibodh Parthasarathi, Adrian Athique, S.V. Srinivas



International Conference

# India at Leisure: Media, Culture and Consumption in the New Economy

9-10, February 2015  
Jamia Millia Islamia, New Delhi



Venue: Tagore Hall  
Administrative Block  
Jamia Millia Islamia, New Delhi-110025  
(Entry from Gate Number 16)  
**ON SPOT REGISTRATION AVAILABLE**

## Organised by

Centre for Culture, Media & Governance  
Jamia Millia Islamia

School of Art  
University of Waikato

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