



## St. Joseph's College (Autonomous)

Accredited at A++ Grade (Cycle IV) by NAAC  
Special Heritage Status Awarded by UGC  
College with Potential for Excellence by UGC  
DBT-STAR & DST - FIST Sponsored College  
Tiruchirappalli-620002



**Department of Visual Communication Technology**  
In association with Kalaikoodam - Viscom Culture Club  
organizes

# A One day National level Seminar on **IKS & Sustainable Media Landscape**

Date:  
**19<sup>th</sup> Feb, 2026**  
(Thursday)

Time:  
**09:30 am - 3:30 pm**

Venue:  
**Sail Hall, SJC**

### For Further Details

**Mr. G. Sathish**  
Assistant Professor  
(9047472891)

**Mr. C. Jawahar**  
Assistant Professor  
(9384975003)

\* E-Certificates  
will be provided  
to all participants

ALL ARE  
*Invited*



**Registration Fee**  
**Rs.200/-**  
(for online participants)  
**Rs.300/-**  
(for offline participants)



#### Felicitation

**Rev. Dr. M. Arockiasamy Xavier SJ**  
Secretary, SJC

**Rev. Dr. S. Mariadoss SJ**  
Principal, SJC



#### Felicitation

**Dr. D. Kumar**  
Deputy Principal, SJC

Presided by  
**Dr. B. Kanickairaj**  
Nodal Officer  
Vocational Programmes

Convenor  
**Dr. S. Tamilarasi**  
Head of the Department

Co-Convenors  
**Rev. Dr. Xavier Antony SJ**  
Assistant Professor  
**Dr. E. V. Prabha**  
Assistant Professor  
Culture Club Incharge  
**Mrs. K. Ramya**  
Assistant Professor  
**Mr. G. Sathish**  
Assistant Professor  
**Ms. N. Sri Mohanapriya**  
Assistant Professor

Event Coordinators  
**Mr. C. Murugavel**  
Assistant Professor  
Association President  
**Mr. C. Jawahar**  
Assistant Professor  
Association Vice-President

Organizing Committee  
**Mr. X. Maria Bastin**  
Assistant Professor  
**Ms. T. Deepa**  
Assistant Professor

**Mr. M. Naveenkumar**  
Assistant Professor  
**Mr. A. Kingsly**  
Assistant Professor

## About College

**St. Joseph's College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus (The Jesuits). It was affiliated to the then Madras University in 1866. The College celebrated its centenary in 1944 and sesquicentenary in 1995. The College is owned by the Society of St. Joseph's, a body registered under Societies Regulation Act(1860), having its office at Tiruchirappalli. This Jesuit College trains young men and women of quality to be leaders in all walks of life sothat they may serve the people of the nation in truth and justice.**

## About Department

**The Digital era has given way to enrich the ever blooming media courses with creativity and uniqueness in grooming young creators with the knowledge of media techniques blended with social alues and responsibilities. The Department of Visual Communication Technology was started in the year 2014 with a UGC sponsored undergraduate programme B.Voc Visual Communication 'Technology with a Unique feature of Multi Entry and Multi Exit. 'The curriculum shapes the students to be specialised in Sound Engineering and Sound Designing, Cinematography, Scripting Video Editing, Photography, 2D and 3D Animation, Direction, Graphic Designing and Advertising. With the advent and exposure to new media technology the students are also able to create blogs, vlogs, podcasting, online audio and video content creation and is equipped to showcase their talents in various new media networks. 'The Department has started an under graduate programme B.Sc Visual Communication in the year 2018 and a post graduate programme M.Sc Visual Communication in the year 2024. 'The Department have the real time infrastructure which includes Recording Studio, AV Hall, Production Room, Green Room, Acting Workroom Multimedia Lab and Drawing/ Visual art.**

## About Seminar

**The seminar on "IKS & Sustainable Media Landscape" is designed to provide an in-depth understanding of the role of Indian Knowledge Systems (IKS) in the development of aresponsible, ethical, and sustainable media ecosystem. Indian Knowledge Systems encompass traditional wisdom, cultural practices, and value-based approaches that have guided communication and storytelling for generations. In the context of rapid digital transformation and expanding media platforms, the seminar seeks to examine how these indigenous knowledge traditions can offer meaningful insights into ethical journalism, balanced reporting, and socially responsible media practices.**

**The seminar will explore the intersection of traditional knowledge and contemporary media by addressing issues such as media ethics, cultural representation, sustainability, and the long-term impact of media on society. Through expert lectures and academic discussions, participants will gain a comprehensive perspective on how media can function not onlyas a tool for information dissemination but also as a medium for cultural preservation and sustainable development.**

# RESOURCE PERSONS

## Inaugural Address :

**Dr. Manash P. Goswami**  
Head of the Department,  
Department of Journalism and  
Mass Communication,  
North-Eastern Hill University (NEHU)  
Shillong



**Prof. Shashwati Goswami**  
Regional Director,  
Indian Institute of Mass Communication,  
North-Eastern Regional Campus,  
(Deemed to be University)  
Aizawl, Mizoram

Session on  
Traditional Knowledge transfer and  
Sustainable development :  
Role of media



**Rev. Dr. A. Irudayaraj SJ**  
Assistant Professor,  
Dept. of Visual Communication  
&  
Controller of Examinations,  
Loyola College,  
Chennai

Session on  
Strategic Communication for  
Sustainable Development



**Dr. B. Radha**  
Dean - School of Communication,  
Head - Department of Media  
and Communication,  
Central University of Tamilnadu,  
Thiruvarur

Session on  
Media Narratives on  
Indian Knowledge System



**Dr. S. Hemamalini**  
Head & Assistant Professor  
Dept. of Visual Communication  
Thiru. Vi. Ka Government  
Arts and Science College, Thiruvarur

Session on  
Media with a Moral Compass:  
Indian Knowledge systems  
and Sustainability