

The 8th International Conference

ON

Innovative Digital applications for Sustainable Development

(5-7 January 2016)



GLOBAL
Communication
Research Association

Organised by

Global Communication Research Association, Australia

University of Agricultural Sciences, Bangalore

Preamble

Can a better world be achieved via better communication? This is a perpetual question concerning communication researchers and practitioners for centuries. It is our vision that free and balanced communication between communities, nations and civilisations is the path to a peaceful and prosperous globe. Communication is closely related with the development of each individual. It is also interrelated with community and global contexts. As information communication technology brings people around the world closer, the need for human to understand and share meaning between each other becomes more urgent than ever. The existing global communication order is still far from satisfying this requirement. There are problems of dominance of the elite-clubs, digital divide, intercultural stereotyping and discrimination, the dilemma of regulation versus liberty, etc.

Objectives of the Conference

The 8th GCRA International Conference aims to provide a forum of inter-civilizational exchanges and to promote communication within under-represented areas, and between under-represented areas and over-represented areas. The conference committee invites submission of papers for the 8th GCRA International Conference. All submissions must reflect the conference theme of "Communication · Education · Development · Innovation" and fall into one of the following Themes.

1. Traditional media: Role, relevance and innovations
2. Modern media in agricultural communication
3. Information Communication Technology: Application, role and innovations in agricultural extension and rural development
4. Recent advances in Information Technology and its application in Agricultural Knowledge and Information System
5. Expert systems, Decision Support Systems(DSS), Software development and Programming for agricultural extension and communication
6. IT Acts and policy framework: Concerns, issues and challenges
7. Communication strategies for Joint Forest Management
8. Content generation for ICT based applications
9. Digital Applications in Mass Media

CALL FOR PAPERS

Delegates are encouraged to write papers in relation to the thematic areas based on their research, experience and involvement in such activities. **One-page Abstract, not exceeding 300 words, may be sent by e-mail (gcra2016@gmail.com), as mail attachment (MS Word in Arial Font-12), to the Organizing Secretary on or before 31-08-2015. Full length papers of the ACCEPTED ABSTRACTS should be submitted latest by 31-10-2015 as hard copy and by e-mail, as mail attachment (MS Word in Arial font-12).**

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THE NUMBER OF ABSTRACTS IS RESTRICTED TO TWO PER DELEGATE EITHER AS FIRST AUTHOR OR AS CO-AUTHOR. *The number of authors per paper may be restricted to three to the extent possible.*

(Please Note: Abstracts not related to thematic areas will be rejected)
Language of the Conference: English

ABOUT GCRA

Global Communication Research Association (GCRA) is the brain child of Prof. Naren Chitty, Foundation Chair in International Communication, Dean (Higher Degree Research) in the Division of Society, Culture, Media & Philosophy, Macquarie University, NSW 2109. He is the founder president of GCRA. It has provided an academic forum and also seeks to encourage development of research in underrepresented geographical areas of the globe by focusing their areas of interest. GCRA was born on 26th September 2001 at Sydney Australia. The aims and objectives of GCRA are as under:

- To provide a forum where there can be inter-civilizational exchange for researchers and professionals in extension science, media and communication;
- To address the research needs of extension science, media and communication researchers
- To recognise regional pride in the different languages and cultures; and
- To document and publish research in extension science, media and communication field.

ABOUT UAS, BENGALURU

The University of Agricultural Sciences, Bangalore established in 1963 is one of the earliest Agricultural Universities in the country celebrated its Golden Jubilee during 2013-14. UAS, Bangalore has jurisdiction over ten southern Districts of Karnataka viz., Bangalore urban, Bangalore rural, Ramanagar, Chikkaballapur, Kolar, Mysore, Mandya, Chamarajnagar, Hassan and Tumkur covering 51 Lakh hectares of geographical area. UAS Bangalore is offering six bachelor's degree programmes, 22 masters' programmes and 14 Doctoral programmes through its four constituent colleges. During the five decades, University has released over 180 varieties and the major areas of research in the university include, breeding of crop varieties and development of hybrids, biotechnology, crop physiology, soil science, crop production, crop protection, dry land farming, horticulture, forestry, sericulture, animal husbandry and fisheries, Food science, agricultural engineering, organic farming, social sciences. The Directorate of Extension is accomplishing various extension activities through its well established extension units including seven KVKs. Krishimela is a popular extension activity conducted annually to showcase the technologies to the farming community. UAS Bangalore is now one of the top ranked agricultural universities in India and it has been bestowed with Sardar Patel outstanding ICAR institution award – 2002 & 2012 By Indian council of Agricultural Research New Delhi.

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ABOUT BENGALURU

Popularly known as the garden city, Bangalore is located in southern India. It is one of the most beautiful, versatile and popular vacation destinations in the country. The city has diverse attraction to offer lush gardens, tree lined avenues, well laid out parks notably the sprawling Cubbon Park and colourful Lalbagh, ancient edifices and the magnificent Vidhana Soudha, which houses the state legislature of Karnataka. Known as the Silicon city of India, Bangalore is the software capital of the country. It is cosmopolitan with diverse cultures and charms that are totally Indian with a population of about 9.6 million. Located at an altitude of 980 m from MSL, the climate is very pleasant and salubrious throughout the year. The temperature will vary between 15° C and 20° C during January. The ever present sunny skies and smiles makes Bangalore a perfect destination for people from all over the world, irrespective of season, there is always a reason to celebrate. The city offers a wide variety of shopping opportunities from unique specialty shops to major shopping malls and boutiques featuring fine fashion, designer labels and women's apparel. A unique experience awaits you.

AROUND BENGALURU.....

A sneak visit to the world famous places like Brindavan gardens, Chamundi hills and Palace of Mysore (128 kms), Ranganathittu birds sanctuary (140 kms), Shravanabelagola, the famous Jain pilgrimage place with stone sculpture of Bahubali (142 kms), Belur and Halebidu, the world famous temple towns (233 kms) and Nandi Hills (65 kms) and a whole lot of other places of interest makes your visit memorable.

VENUE OF THE CONFERENCE

The Conference will be held at the Auditorium of the University of Agricultural Sciences, GKVK Campus, Bangalore – 560 065. The climate during January will be cool and pleasant. The temperature will vary between from 15°C and 20°C. The city is well connected by Rail, Road and Air. Many city buses ply through UAS Campus (about 13 km away from the city Railway Station and Central Bus Station and 22 km from the airport).

BOARDING AND LODGING

Accommodation for the confirmed delegates will be arranged in the University Guest Houses on first-come-first-served bases. Participants can stay in hotels also, if they desire so. Reservation of accommodation in Hotels will be made to those delegates who send the money in advance. The cost of lodging has to be met by the participants themselves. Breakfast and lunch on all the three days will be arranged by the organizing committee for the delegates.

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RETURN JOURNEY

Delegates are requested to make their own arrangements for booking their return journey. It is essential to ensure advance reservation in bus / train / Air to avoid last minute rush.

DATES TO REMEMBER (Deadlines)

Submission of Abstracts : 30th August 2015
 Communicating Acceptance of Abstracts to the Authors : 30th September 2015
 Submission of Full - Length papers, Regn. Form and Regn. Fee. : 31th October, 2015
 Conference Dates : 5-7, January, 2016

REGISTRATION FEE

	Early Bird Registration	Late / Spot Registration
International Delegates (including meals for the 3 days of conference)	US\$150	US \$ 200
International Students: (Including meals for the 3 days of conference)	US\$100	US \$ 125
Indian Delegates	INR 3000	INR 3500
Indian Students	INR 2000	INR 2250

(Registration fees include Registration Kit, admission to all the Sessions, Conference Breakfast, Lunch and Dinner & Session Tea)

- The registration fee can be paid through NEFT / RTGS / DD. Online transfer can be made into the A/c No. 2737101016485 Bank: Canara Bank, GKVK Branch, IFSC Code: CNRB0002737.
- For the foreign delegates the SWIFT Code will be emailed (gcr2016@gmail.com).
- Demand Drafts should be drawn in favour of "8th International Conference on Innovative Digital Applications for Sustainable Development" Payable at Bangalore.

Delegates whose abstracts are accepted may send their registration fee along with the filled in Registration Form to the Organizing secretary on or before 31-10-2015. Those who have confirmed their participation can make cash payment at the Registration desk on the first day of the Conference.

VISA & ACCOMMODATIONS:

The information regarding conference website, requirements to get Indian VISA and types of accommodation available and applicable charges will be intimated through the second circular.

Chief Patrons:

Dr. S. Ayappa Secretary (DARE) & Director General Indian Council of Agricultural Research, New Delhi	Prof. H. Shivanna Hon'ble Vice Chancellor, University of Agricultural Sciences, GKVK, Bangalore - 65
Prof. Narin Chitry Founder President, GCRA North Ryde, New South Wales, Sydney, NSW 2109, Australia	

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Dr. B.K. Raw, Professor and Head, Department of Mass Communication, Bangalore University.	Dr. Basavarajhu Jirli Associate Professor, Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005 (India) (bjrli@gmail.com)

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Convener: Prof. N. R. Gangadharappa, Professor and Head, Department of Agricultural Extension, UAS, Bangalore - 65	

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Dr. V. Govinda Gowda, Assistant Professor of Agricultural Extension, UAS, Bangalore.	Convener: Prof. N. R. Gangadharappa, Professor and Head, Department of Agricultural Extension, UAS, Bangalore.

Paper submission:
 All the abstracts/papers must be sent to:
gcr2016@gmail.com

Selected papers of the conference will be published in Journal of Global Communication - the Official Journal of GCRA (www.jgc.co.in)

MAILING ADDRESS

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Global Communication Research Association
 North Ryde, New South Wales, Sydney, NSW 2109, Australia
 &
University of Agricultural Sciences, Bengaluru
The 8th International Conference on
Innovative Digital applications for Sustainable Development
(5-7, January 2016)
University of Agricultural Sciences, Bengaluru
Registration Form

Title: Dr/Mr/Mrs/Ms.
 Name (in Block Letters) _____
 Passport Number (Must for International Delegates): _____
 Designation: _____
 Affiliation: _____

Address for Communication _____

Phone Number _____ (Mobile) _____ (Land Line)
 Email: _____

Title of the paper (s) with Authors _____

Details of Payment of Registration Fee: (Find Details in "Registration Fee") or At the time of Registration: DD / NEFT / RTGS / Spot Payment / Others

Travel Plan:

Date and Time of Arrival at Bangalore : _____
 Date and Time of Departure from Bangalore : _____

Accommodation : Required / Not Required
 (Refer to the details given under ("Accommodations"))

Place: _____
 Date: _____ Signature of Delegate