

International Conference Report
on
India at Leisure: Media, Culture and Consumption in the
New Economy
9-10, February 2015

&
Research Workshop
On
Media, Culture and Consumption: Workshop of
Conference Presenters
9-10, February 2015

The New Zealand India Research Institute, in partnership with the Centre for Culture, Media and Governance at Jamia Millia Islamia University held an international conference and research workshop in New Delhi from 9-11th February 2015. This conference, a follow up to an inaugural event held in New Zealand in 2014, was co-ordinated by Associate Professor Adrian Athique (University of Waikato), Associate Professor Vibodh Parthasarathi (Jamia Millia Islamia) and Professor SV Srinivas (Azim Premji University).

The focus of the conference was India's booming media economy, which was considered from a broad range of academic perspectives (ranging from economics and mass communications to sociology, anthropology, history, development and management studies). The conference was inaugurated by H.E. Grahame Morton, High Commissioner of New Zealand, Professor Talat Ahmed, Vice Chancellor, Jamia Millia Islamia and Shri Jawhar Sircar, CEO of India's national broadcaster, Prasar Bharati.



L to R: Professor Biswajit Das (Centre for Culture, Media and governance), H.E. Grahame Morton (High Commissioner of New Zealand), Professor Talat Ahmed (Vice Chancellor, Jamia Millia islamia), Sri Jawhar Sircar (CEO, Prasar Bharati).

The conference programme featured contributions from leading academics from across India and New Zealand as well as international guests from Australia, the United Kingdom and the United States. Panels on media ownership, media labour, media consumption and digital technologies generated lively debate on the ongoing evolution of the sector. A special session on the economics of religious programming opened our second day, with a keynote address from Associate Professor Pradip Ninan Thomas (University of Queensland).

The final workshop day brought together paper presenters in roundtable discussions around a series of collaborative projects now underway between Indian and New Zealand scholars in the media field. The workshop day also featured a panel discussion including Shri Jai Prasad from Oxford University Press, who will publish a two volume set drawn from this India-New Zealand research collaboration in 2016.



The conference organisers were also fortunate to be able to support the attendance of some impressive Indian doctoral students within these sessions. With the longer term future of our partnership in mind, a further event was held at Jamia Millia Islamia on the 18th February providing information to Indian students interested in graduate study and exchange programmes in New Zealand.

The organisers and participants would like to thank the India-New Zealand Education Council for supporting this series of events along with the new research initiatives coming from our deepening engagement with India in the field of media studies. All of us visiting from New Zealand would also like to especially thank Professor Biswajit Das and his team at the Centre for Culture, Media and Governance for all their efforts in making this event such a success.



Prof Biswajit Das and H.E Grahame Morton



Associate Professor Adrian Athique, University of Waikato

If you would like to know more about our research work and plans for future events, please contact: Adrian Athique (aathique@waikato.ac.nz), Vibodh Parthasarathi (vibodhp@yahoo.com) or SV Srinivas (svsrinivas99@gmail.com). For a list of New Zealand Scholars working in this field, please consult the [New Zealand India Research Institute Website](#).