

University with Potential for Excellence (UPE) Focus Area –II Project; Media and Social Development – A case study of Karnataka

University with Potential for Excellence of University Grants Commission was awarded to the University of Mysore in the disciplines of Sciences & Social Sciences. In social science, the focus area of study is 'Media and Social Development: A Case Study of Karnataka'. The project aims to study the different paradigms of the media and social development; Analyze the nature, forms, levels, phases & consequences of media intervention in the process of social development; Study the development “deficit” & its implications on social categories; Assess how media intervention can transform the state; Develop new social development indices to greatly disadvantaged groups; Based on the findings of this study, design an alternative Model of Development for Karnataka.

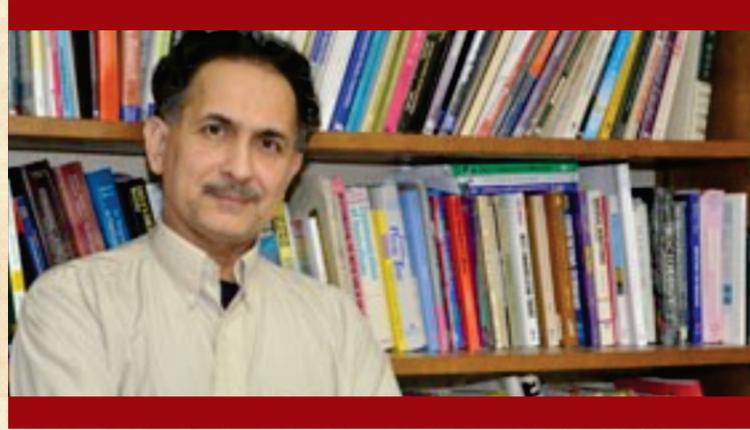
Chief Coordinator: Prof. N. Usha Rani

Coordinators: Prof. Y. S. Sidde Gowda
Prof. Muzaffar H. Assadi

Core Committee:

Prof. M. Indira Prof. Krishne Gowda
Prof. M. Devaraj Prof. Chandrashekar
Prof. Ramesh Dr. Nanjunda
Dr. Navitha Thimmaiah

Journal of Media and Social Development
Quarterly Media Journal by the Project
Email: journal.msd@gmail.com
Website: mysore.uni.ac.in
Abhyudaya – Quarterly Newsletter by
Project Fellows
Website: mysore.uni.ac.in



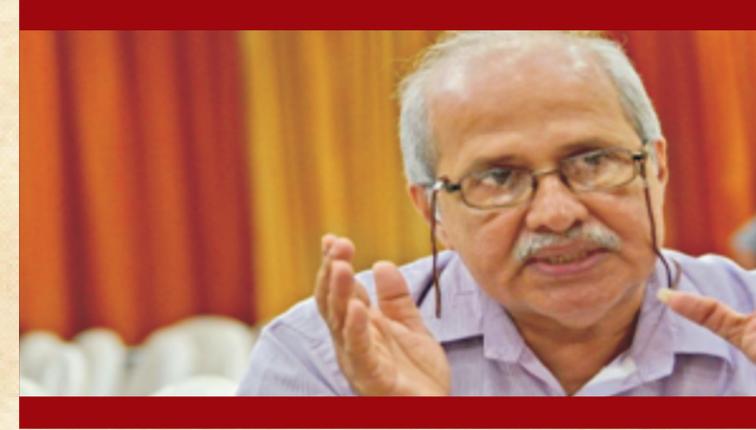
Prof. Srinivas Melkote

Prof. Srinivas Melkote has been a teacher in the field of telecommunication, journalism, and mass communication for more than 30 years. He has taught at universities in India, US, and Jamaica and is currently a full professor in the Department of Telecommunications in the School of Media and Communication Studies at Bowling Green State University, Ohio, USA. Professor Melkote has researched and published extensively on a range of issues from the role of communication in social change, participatory communication, diffusion of innovations, international communication, health communication, communication strategies for HIV/AIDS prevention, mass communication theory, quantitative research methods, media effects and communication pedagogy. His book “Communication for Development in the Third World: Theory and Practice for Empowerment” (co-authored with Dr. Leslie Steeves) is a core text for courses on media and communication in directed social change in colleges around the world. His current interests are examining the role of media and communication in achieving social justice. His work in social change communication examines the roles of globalization, economics, politics, and hegemonic discourse in sustaining and widening the inequality gaps between people in societies around the world.



Shivananda Kalave

A person who can authoritatively speak on Environment and Agricultural activity in Uttara Kannada is none other than Shri. Shivananda Kalave. He has treaded the forest and confidently creates awareness and widen indigenous knowledge on forest and environment. Exactly after 200 years he stride the path of Francis Buchanan and have catalogued the past and the present of Uttara Kannada. His philosophy comes out of his experience. He is an encyclopedia of knowledge in subjects like biodiversity, forest development, ill-effects of deforestation etc. He is an impressive communicator and has been spreading awareness about Rain Water Harvesting in the state. Has is been instrumental in tapping the flow of rain water and construction of artificial lakes. His studies on the relation between forest and water and the need for biodiversity are very vast and impressive. He has authored many books and is in pace with development journalism for past two decades. His creation 'Kanmane'- A Centre for learning on Nature and Forest resource, is giving a platform to incorporate and share knowledge on forest. For all his perseverance, dedication and work in the area of forest conservation & agriculture, he been honoured with Rajyotsava award.



Shree Padre

Shree Padre popularly known as 'Water Man of Canara Coast' a farmer, water journalist, and rainwater harvesting evangelist from Perla, Kerala has been putting passion for water conservation and is energising people to action in western Karnataka and north Kerala region. By putting pens in the hands of farmers, Shree Krishna Padre is building a field of grassroots agricultural journalism that puts farming information in the hands of farmers. His 'Pen in the Farmer's Hand'/'*Krishikara Kaige Lekhani*' movement allows farmers to trade information on agriculture and related subjects, giving a new voice to traditional wisdom. *Adike Patrike*, the first farmer-produced journal was his dream child where true success stories replaced highly scientific, research-oriented features. Saving water is a passionate mission for him. His work is been recognised and he is been invited to replicate his idea through farmers guilds, quasi-Government farmer federations, and communities inside and outside Karnataka. Mainstream newspapers and other farming journals are seeking Shree Padre's services and skills to adopt a farmer-friendly approach in their communications. His book on water conversation '*Nela Jala Ulisi*' and 'Rainwater Harvesting' provides insight into various methods that can be adopted for rain water harvesting. '*Samruddhi*' a group that he created meets regularly to exchange plant material and seed information. He is been recipient of many awards recent being Disha Green Globe Award 2013.