

Dr. Uma Shankar Pandey

IAMCR Ambassador plan 2015-2017

Participation in conferences, publication opportunities, networking and collaborating are some of the potential benefits of associating oneself with the IAMCR.

For most Faculty members in state and central universities, participation in International Conferences is an important incentive for promotion under the Career Advancement Scheme of the University Grants Commission, here in India.

Many scholars have reached out to me in recent times enquiring about organizations such as the IAMCR.

With my new responsibility I intend to reach out to potential members through the social media, personal contacts and also some printed brochures and posters over the next three years.

The following is a brief sketch of the activities I have planned:

- Using Whatsapp and Facebook to connect with the Faculty and Research scholars. There are three Whatsapp groups that I currently am a part of — Media Guru, Media Educators and Indian Media Educators, each with about 100 members. I intend to interact on these groups with a specific IAMCR content about benefits of memberships, collaborations and publication opportunities and also conference information.
- An Indian IAMCR Facebook page will be created to interact with the Indian Media and Communication scholarly community. There are about 1800 friends on my FB friend list ([facebook.com/usp.india](https://www.facebook.com/usp.india)); a substantial number of them are scholars/faculty members from various places in India. I hope to make the page useful with regular links and updates
- I shall use my twitter account @uspindia with a hashtag #IndiaIAMCR to provide content related to IAMCR.
- I have been creating a database of communication scholars and faculty from all over the country. I intend to use the email route(sparingly) to communicate important information regarding conference dates, membership opportunities etc.
- There are a number of Refresher Courses and Short Term Faculty Development Programmes organized by the UGC for Faculty members of Mass Communication and Journalism. I intend to interact with the participants, where possible and provide content relating to IAMCR through a small brochure (printed at my college). Especially about the benefits of sustaining IAMCR membership. There is one scheduled at the Centre for Culture, Media and Governance at the Jamia Millia

Islamia in New Delhi in January next year. I shall be present there for a couple of days

- I propose to personally reach out to the six different geographical areas of the country: North, Northeast, East, West, Central and South. I shall be visiting Bhubaneswar in the east and Coimbatore in the south in the next two months on invited assignments. I shall reach out to the Faculty members and scholars during these visits. I do manage 5-6 visits to different parts of the country in a year.
- I also intend to print about 100 A-3 size posters (at a cost of Rs 900 provided by me) to be displayed at prominent communication departments. I will do the initial designing of the poster subject to approval by the EB.
- We had a meeting of over 50 educators from all over the country at the Jamia Millia Islamia, New Delhi in May this year regarding the formation of an Indian Association of Media Educators. I intend to use the platform for communication about IAMCR. I had already sounded out the members at the inaugural meeting during my presentation.
- A realistic target of memberships would be about 20 per year.