

**ITC-Sangeet Research Academy (West)**  
in collaboration with  
**National Centre for the Performing Arts**  
***ROLE OF MEDIA IN PROMOTION OF MUSIC IN INDIA***  
January 21 & 22, 2012 – NCPA Mumbai

**SATURDAY, January 21, 2012**

0900-0930 hours      **TEA/COFFEE**

**INAUGURAL SESSION**

(0930-1030 hours)

**Welcome Address**                      Mr. Arvind Parikh  
Chairman ITC-Sangeet Research Academy (Western Region)

**Inaugural Address  
& Awards distribution**              Shri Rajiv Takru  
Additional Secretary Ministry of I&B and  
CEO Prasar Bharati

**Keynote Speaker**                      Shri Jayant Kastuar  
Ex-Secretary & Executive Board Member  
Sangeet Natak Akademi

**SESSION I – PRINT MEDIA: ROLE AND RESPONSIBILITY OF THE PRESS**

(1030-1130 hours)

***Moderator:    Mr. N Murali - President - The Music Academy Madras &  
Director – The Hindu Chennai***

**Speaker:** Smt Kalpana Sharma – Senior Journalist

**Participants:**

Shri V Ramnarayan – Editor-in-Chief, S-R-U-T-I  
Shri Dileep Padgaonkar - Consulting Editor, Times of India  
Shri Sidharth Bhatia - Bombay-based senior journalist and author

1130-1200 hours      **TEA/COFFEE BREAK**

**SESSION II – PRINT MEDIA (continued)**

**(To cover Magazines, Journals, Institutional Publications, etc)**

(1200-1300 hours)

**Moderator:** *Moderator: Mr. N Murali - President - The Music Academy Madras & Director – The Hindu Chennai*

**Participants:**

Shri V Ramnarayan - Editor-in-Chief S-R-U-T-I

Dr. Sudha Patwardhan – Sangeet Karyalaya - Hathras

Principal of Vishnu Digambar Sangeet Mahavidyalaya, Pune

Shri Sidharth Bhatia - Bombay-based senior journalist and author

1300-1400 hours      **LUNCH**

**SESSION III – ELECTRONIC MEDIA (Television)**

(1400-1500 hours)

**Moderator:** *Shri Mukesh Sharma – Dy. Director General (Programmes), Doordarshan*

**Speaker:** – Ms. Geeta Sahai – TV Channel FOCUS, New Delhi

**Participants:**

Shri Vijay Nair – CEO, OML

Ms. Subhasree Thanikachalam - JAYA TV, Chennai

**SESSION IV – ELECTRONIC MEDIA - The Role of All India Radio**

(1500-1600 hours)

**Moderator & Speaker:** *Shri Leeladhar Mandloi, Director General AIR*

**Participants:**

Shri Nayan Ghosh – Eminent musician

Ms Geeta Sahai - TV Channel FOCUS, New Delhi

1600-1630 hours      **TEA/COFFEE BREAK**

**SESSION V – NEW MEDIA / SOCIAL MEDIA & MUSIC**

(1630-1800 hours)

**Moderators & Speakers:** *Dr Aneesh Pradhan & Smt Shubha Mudgal - Vocalist*

**1830 hours**

*Godrej Dance Academy Theatre, NCPA  
Hindustani & Carnatic Music Recital – featuring winners of the  
All India Radio music competitions 2011*

## **SUNDAY, January 22, 2012**

0930-1000 hours      **TEA/COFFEE**

### **SESSION VI – PERFORMANCE SCENE TODAY**

(1000-1115 hours)

***Moderator & Speaker: Shri Amarendra Dhaneshwar - Gwalior Gharana Vocalist  
& Writer of Music***

#### **Participants:**

Prof Keshav Paranjape – Secretary, Swar Mauli, Vile Parle  
Shri Dhruva Ghosh – Principal of Sangeet & Nartan Shikshapeeth  
Bharatiya Vidya Bhavan  
Shri Deepak Raja – Sitarist & Musicologist

### **SESSION VII – LOOKING BEYOND MUSIC – DANCE, THEATRE**

(1115-1230 hours)

***Moderator & Speaker: Smt Shanta Gokhale – Writer***

#### **Participants:**

Shri Sunil Shanbag – (Theatre)  
Ms Jhelum Paranjpe – (Dance)  
Dr. Gowri Ramnarayan - Journalist & Playwright-Director - (Comparative Aesthetics)

1230-1300 hours      **TEA/COFFEE BREAK**

### **SESSION VIII – CONCLUDING SESSION**

(1300-1400 hours)

***Moderator: Shri Arvind Parikh***

**All Moderators/Speakers/Panelists to attend**

*Note:*

*After deliberations of each session, the floor will be thrown open for  
questions from the audience*



ITC –  
Sangeet Research  
Academy (West)



National  
Centre for  
the Performing  
Arts

Co-sponsored by



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ITC – Sangeet Research Academy (West)  
&  
National Centre for the Performing Arts  
in collaboration with Music Forum  
cordially invite you to a seminar on

## *Role of Media in Promotion of Music in India*

on Saturday 21st and Sunday 22nd January 2012  
from 9.30 a.m. to 5.30 p.m.

at the Experimental Theatre, NCPA, Nariman Point, Mumbai 400 021

Inauguration by

**Shri Rajiv Takru**

Additional Secretary Ministry of I&B and  
Acting CEO Prasar Bharati

\*Programme enclosed