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Akira 2017

A Mental Health Campaign

The Department of Journalism and Mass Communication of CMS JAIN University, presents AKIRA 2017- a campaign to raise awareness on Mental Health issues & Media. During this week long campaign, we hope to highlight the seriousness of key mental health issues such as low self esteem, depression and anxiety via various activities and media. We invite you to be a part of this campaign as we undo the shackles of mental health.

"Just because you can't see it,
doesn't mean it isn't real."

ANONYMOUS



Center for Management Studies
JAIN UNIVERSITY
Declared as Deemed-to-be University u.s. 3 of the UGC Act 1956



A K I R A

Department of Journalism &
Mass communication
Presents

A State-level Seminar on Mental health & Media

9:30 a.m onwards

January 12th 2017

CMS Campus

AKIRA 2017

About us

JAIN UNIVERSITY is a deemed-to-be University under section 3 of the UGC act, 1956. It is a member of the prestigious Jain group of institutions, headquartered in Bangalore. The group represents a cluster of 59 educational establishments which are home to over 26,000 students from across the world and over 2,000 staff members engaged at the K-12, undergraduate and postgraduate levels, across 20 campuses and canters of excellence. It is powered by the vision of a secular, innovative and truly educated India. To realise its creative and challenging programs are on offer in streams of science, management, commerce, liberal arts, communication and visual media. The aim is to help every aspiring student to realize his/her complete potential through holistic and stimulating education.

Department of Journalism & Mass Communication:

The Department of Journalism & Mass Communication- under the AEGIS of Center for Management Studies Jain University- offers 3 year BA programme and a 2 year MA programme, these programmes have a multi-pronged approach towards subjects like print, broadcast, video, graphic, film and new age media. The expensive, vital and rapidly changing roles of mass communication and journalism are covered in great depth. The students will grow into knowledgeable individuals, capable of rationally analysing complex issues and productively occupying media and communication related positions.

ABOUT THE SEMINAR

According to a WHO report, India is the most depressed country in the world. Hence the question arises, are we really developing in the right manner?

The Media Department at Center For Management Studies- Jain University is proud to present the Mental Health & Media Seminar. The seminar is a part of Akira- an initiative undertaken to crash the stigma around mental health and create awareness about the same. The campaign is from January 9,2017 to January 15,2017.

The aim of this seminar is to create awareness on the importance of mental health; to shed light on mental health issues such as depression, anxiety and low self-esteem; and to discuss the role of media in creating awareness on mental health.

SCHEDULE

Inauguration

Keynote address by Dr. Vinod Kumar
(Consultant Psychiatrist & Psychotherapist)

A talk by special Guest Speaker Mr. Bansy Kalappa (Special Correspondent) News 9

Tea/Coffee break

Guest of Honour
Dr. Veeraraghav TM, Resident Editor, The Hindu

Panel Discussion on Mental Health Awareness; role of media and educators.

Panelists: Mr. Darius Sunawala (Radio Professional); Dr. Uma Warriar (Chief Counsellor, Jain University, Professor of OB & HR, CMS BSchool); Ms. Gita Vishwanath (Counsellor, Parivarthan helpline)

Moderator: Professor Madhavan Shankaran,
Dept. head of Journalism and Mass Communication, CMS- Jain University

Lunch

An interactive theatre workshop by Ms. Nandini Rao, Artistic Director from Yours Truly Theatre

Vote of Thanks by
Ms. Indumathi S. Organising Secretary and Assistant Professor, Dept. of Journalism and Mass Communication, CMS Jain University