



**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**  
A Unit of Maharaja Agrasen Technical Education Society  
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC  
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution  
Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi -110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)

**Report on 7<sup>th</sup> International Conference  
'Reshaping the Landscape of Media during Crisis Situation'**

**Date : Friday, September 17, 2021**

The Department of Journalism and Mass Communication, in Association with MAIMS under the Aegis of IQAC and in association with PCJ School of Management along with Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal as academic partner organized the 7th MAIMS International Conference 2021 (JMCICON) 'Reshaping the Landscape of Media during Crisis Situation' on Friday, September 17, 2021 to deliberate on the different aspects of the landscape of media during crisis.

The event was marked by the gracious presence of Honorable Chief Patron Dr. Nand Kishore Garg, Founder & Chief Advisor, MATES & Chancellor-MAU; The Chief Guest Shri. Vineet Kumar Gupta, Chairman – MATES, Guests of Honor, Prof. (Dr.) Vishal Kumar, Dean, Research & Director, PCJ School of Management, Shri. S.P. Aggarwal, Executive Chairman, MATES and Shri. Mohan Garg, Joint General Secretary, MATES, Shri Jagdish Mittal, Vice Chairman, MATES, Prof. (Dr.) S.K. Garg, Director General MAIMS; Prof. (Dr.) G. P. Govil, Advisor, MATES; and Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS. The event was also attended by Conference delegates, Dean, Principal Law, Heads of various Departments, faculty, students, and participants.

With 400+ participants, the Conference saw the deliberations of speakers spread over 4 technical sessions. A total of 30 authors participated in the conference and presented 20 papers in four technical sessions. These sessions saw the presence of eminent scholars as Session Chairs and Co-chairs – Chair Prof. (Dr.) Manoj Dayal and the co-chair Prof (Dr.) Rajni Malhotra Dhingra for Technical Session 1, Chair Dr. P. Sasikala and co-chair Prof (Dr.) VK Khurana for Technical Session 2, Chair Dr. Naveen Kumar with co-chair DR. Manju Gupta for Technical Session 3 and Chair Dr Shikha Rai and co-chair Dr Sanjay Mangla for Technical Session 4.

All the Technical Session Chairs and Co-chairs spoke highly of all papers presented. Valuable inputs were given to authors to further improve the quality of their papers. Finally, a vote of thanks was given in all Technical Sessions.

The valedictory session had the benign presence of Prof. (Dr.) G.P. Govil, Advisor, MATES, Guests of Honor, Prof. (Dr.) Vishal Kumar, Dean, Research & Director, PCJ School of Management, Shri. S.P. Aggarwal, Executive Chairman, MATES and Shri. Mohan Garg, Joint General Secretary, MATES, Guest of Honor Shri Jagdish Mittal, Vice Chairman, MATES addressed the august gathering and announced 'The Best Paper' of the 7th MAIMS International Conference (JMICON).



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The Chief Guest Shri. Vineet Kumar Gupta, Chairman – MATES gave his best wishing to the gathering. In the end, Dr. Nisha Singh, Convener & Assistant Professor – Department of Journalism and Mass Communication and Ms. Neelam Nanda Prabhat, Conference Secretary & Assistant Professor - Department of Journalism and Mass Communication expressed gratitude to all the researchers, delegates, dignitaries, and participants for the successful completion of the event.

Glimpse of the Event :





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