



Maharaja Agrasen Institute of Management Studies
Affiliated to GGSIP University; NAAC A++ Accredited;
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

Date: 1st April 2026

NATIONAL CONFERENCE REPORT

"200 Years of Hindi Journalism: Evolution, Legacy, and Future Horizons"

Academic Year: 2025–26

Name of the Event: National Conference on "200 Years of Hindi Journalism: Evolution, Legacy, and Future Horizons"

Organising Unit: Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies in collaboration with Public Relations Society of India (PRSI)

Date of the Event: 1st April 2026, Wednesday

Time of the Event: 11:00 AM – 1:00 PM

Location: Seminar Hall, Room No. 991, 9th Floor, 9th Block, MAIMS Campus

Chief Guest: Dr. Ajit Pathak (National President, Public Relations Society of India)

Keynote Speaker: Mr. Shishir Sinha (Associate Editor, *The Hindu Business Line*)

Guest of Honor: Mr. Vinay Kumar Jaiswal (Asst. General Manager, Steel Authority of India Ltd.)

Event Conveners: Ms. Shifali Ahuja, Dr. Gulshan Gupta

Event Co-Conveners: Mr. Vijay Pal Singh, Mr. Sumantra Sarthi Das

Faculty Members & Leadership Present: Dr. Nand Kishore Garg (Founder and Chief Advisor, MATES), Sh. Vineet Kumar Lohia (Chairman, MATES), Prof. (Dr.) Rajni Malhotra Dhingra (Director, MAIMS), Dr. Umesh C. Pathak (HOD, Dept. of JMC), and faculty members of the Department of Journalism and Mass Communication.

Number of Participants: 80+

Introduction

The Department of Journalism and Mass Communication, MAIMS, in collaboration with the Public Relations Society of India (PRSI), organized a National Conference titled "**200 Years of Hindi Journalism: Evolution, Legacy, and Future Horizons**" (हिंदी पत्रकारिता के 200 वर्ष: विकास, विरासत और भविष्य) on 1st April 2026. The conference aimed to bring together academicians, media professionals, researchers, and students for insightful discussions and an exchange of ideas regarding the historic growth, current impact, and future prospects of Hindi Journalism in India

Inauguration, MoU Signing, and Felicitation

The event was conducted under the leadership of Dr. Umesh C. Pathak, HOD, along with event conveners Ms. Shifali Ahuja and Dr. Gulshan Gupta, and co-conveners Mr. Vijay Pal Singh and Mr. Sumantra Sarthi Das. The occasion was graced by Dr. Nand Kishore Garg, Sh. Vineet Kumar Lohia, and Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS.

A significant milestone of the inaugural session was the **signing of a Memorandum of Understanding (MoU) between the Public Relations Society of India (PRSI) and MAIMS**. This strategic academic-industry partnership aims to foster collaboration in professional media training, research projects, student internships, and industry workshops.

Following the MoU signing, the dignitaries felicitated Chief Guest Dr. Ajit Pathak, Keynote Speaker Mr. Shishir Sinha, and Guest of Honor Mr. Vinay Kumar Jaiswal with traditional mementos and saplings. A commemorative group photograph with faculty

members marked the formal inauguration, setting an inspiring tone for the technical sessions.

Key Highlights and Speaker Sessions

The conference featured prominent figures from journalism, public relations, and corporate communications who delivered expert insights on the practical and cultural dimensions of language in media:

1. **Chief Guest Address – Dr. Ajit Pathak:** Dr. Ajit Pathak, National President of PRSI, highlighted the evolving role of Public Relations in modern communications. He emphasized how strategic PR practice bridges the gap between organizations and diverse public audiences, noting that vernacular language integration is central to effective public engagement in India.
2. **Keynote Address – Mr. Shishir Sinha:** Mr. Shishir Sinha, Associate Editor at *The Hindu Business Line*, focused on the immense editorial and societal value of Hindi in news reporting. He noted that because India is a predominantly Hindi-speaking nation across vast regions, the majority of news media consumption and ground-level reporting relies heavily on Hindi to connect authentically with citizens.
3. **Guest of Honor Address – Mr. Vinay Kumar Jaiswal:** Mr. Vinay Kumar Jaiswal, Asst. General Manager at SAIL, provided corporate perspectives on language usage. He explained that official documentation and corporate communications in major public sector organizations are maintained in both Hindi and English to ensure complete accessibility and regulatory compliance across departments.

Paper Presentations & Technical Sessions

Following the keynote addresses, the conference held technical paper presentation sessions. Approximately **15 to 20 researchers and student presenters** participated across parallel technical tracks, presenting their academic papers on various sub-themes related to the evolution and future of Hindi journalism. The session encouraged interactive

discussions, where session chairs and guest delegates evaluated the research contributions, offered feedback, and engaged with student presenters on emerging media research methodologies.

Conclusion

The National Conference on "200 Years of Hindi Journalism" offered students and faculty an enriching opportunity to understand the historic legacy and modern relevance of vernacular media. The department extends its sincere gratitude to PRSI, the esteemed speakers, campus leadership, faculty coordinators, and student attendees for making the conference a resounding success.

**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**
Department of Journalism and Mass Communication
In Collaboration with
Public Relations Society of India

NATIONAL CONFERENCE
ON
"200 YEARS OF HINDI JOURNALISM: EVOLUTION, LEGACY, AND FUTURE HORIZONS"

Guest of Honor	Chief Guest	Keynote Speaker		
 Dr. Nand Kishore Garg Founder and Chief Advisor, MATES Chancellor, MAU, Baddi, HP	 Mr. Vinay Kumar Jaiswal Asst. General Manager Steel Authority of India Ltd.	 Dr. Ajit Pathak National President Public Relations Society of India	 Mr. Shishir Sinha Associate Editor, The Hindu Business Line	 Sh. Vineet Kumar Lohia Chairman, MATES

 **1st April, 2026** Seminar hall, Room No - 991,
9th Floor, 9th block **11:00 - 1:00 PM**



Dr. Umesh C. Pathak HoD, Dept. of JMC	Prof.(Dr.) Rajni Malhotra Dhingra Director, MAIMS
Convener Ms. Shifali Ahuja Assistant Professor	Co-Convener Mr. Vijay Pal Singh Assistant Professor
Convener Dr. Gulshan Gupta Assistant Professor	Co-Convener Mr. Sumantra Sarthi Das Assistant Professor



Signing of a Memorandum of Understanding (MoU) between the Public Relations Society of India (PRSI) and MAIMS.



Dr. Umesh C. Pathak, HOD, Dept. of JMC, delivering the opening remarks to a packed house of students, faculty, and esteemed guests at the Seminar Hall, MAIMS.



Felicitation of saplings by the dignitaries to the guests.



Keynote Speaker Mr. Shishir Sinha, Associate Editor at *The Hindu Business Line*, addressing the audience during the National Conference on "200 Years of Hindi Journalism" at MAIMS.