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## VENUE

Tilak Maharashtra Vidyapeeth, 7th Floor Auditorium,  
Mukundnagar, Gultekdi, Pune - 411037

☎ 020 - 24403057, 24403079 📞 96997 87140 / 91122 49372

🌐 [www.tmv.edu.in](http://www.tmv.edu.in), [www.tmvmasscomm.in](http://www.tmvmasscomm.in)



# TILAK MAHARASHTRA VIDYAPEETH

Declared as Deemed to be University Under Section 3 of UGC Act 1956  
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ISO 21001: 2018 Certified



## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

organises

## TMV- JMC NATIONAL CONFERENCE 2025

on

# Growing Regional Voices

## Indian Languages in Creator Economy

📅 21<sup>st</sup> & 22<sup>nd</sup> January 2025

📍 Tilak Maharashtra Vidyapeeth,  
Mukundnagar, Gultekdi, Pune - 411037

🌐 [www.tmv.edu.in](http://www.tmv.edu.in), [www.tmvmasscomm.in](http://www.tmvmasscomm.in)



## Introduction

The TMV-JMC National Conference 2025 aims to explore the intersection of the creator economy and Indian regional languages. It attempts to decode the content, dig deep into the audience psyche, and also intends to chronicle the development of IRL content, document its impact and further identify the challenges, opportunities, and strategies for growth.

## Themes

### The Rise of Regional Language Content

- Growth of IRL content on various platforms
- Popular content formats, genres, topics and creators
- Audience demographics and preferences

### Opportunities and Challenges

- The potential of IRL in reaching untapped markets
- Challenges faced by IRL creators, such as lack of resources, technology, and audience
- Opportunities for monetization and sustainable livelihoods

### Leveraging Technology

- Role of technology in content creation, distribution, and monetization
- Use of AI and machine learning for content creation and language translation
- Need for digital infrastructure and internet connectivity in rural areas

### Policy and Support Systems

- Government policies and initiatives supporting IRL content and the creator economy
- Gaps and recommending policy changes
- Role of educational institutions and cultural organizations in promoting IRL content

### Building a Sustainable Ecosystem

- Collaborations between content creators, platforms, advertisers, and policymakers
- Importance of audience development and community building
- Opportunities for creating sustainable business models for IRL content

## CALL FOR PAPERS

Abstracts for Research papers are invited from academicians, research scholars and students on the themes mentioned above.

Further guidelines about presentation in the conference and format of research paper will be shared along with intimation of acceptance.

Submission of Abstracts  
7th January, 2025

Acceptance Notification  
10th January, 2025

Submission of Full Paper  
15th January, 2025

## ABSTRACTS SUBMISSION GUIDELINES

### Details required

- Author name & Affiliation
- Author Bio (50 words)
- Title of the Paper
- Theme
- Word limit - 300 words
- Min 3 keywords

Typed in MS word, Language : English

Font : Times New Roman, 12pts, Spacing 1.5

Note: Selected papers will be published in the Conference proceedings and the associated charges will be based on actual costs.

### REGISTRATION FEES :

Paper Presentation + Certificate	₹1250
Attendance + Certificate	
UG & PG Students	₹ 750
Faculty & Research Scholars	₹1000

#### Registration of each presenter is mandatory

- Registration fees include only Breakfast, Lunch and High tea on both the days.
- Accommodation will not be provided by the university.

### Scan to Register



Google Form Link :

<https://forms.gle/K7QBeFSQrRSFqKpr8>

Contact Number : 020 - 2440 3079 / 96997 87140  
E-mail : [tmvmasscommseminar@gmail.com](mailto:tmvmasscommseminar@gmail.com)

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