

You are cordially invited to the
7th Vivada-Kalpanirjhar Annual Lecture



**The Role of Public Service Broadcasting
in the Age of commercialized Media**

Speaker

Jawhar Sircar

Wednesday, 1 April 2015, 5.00 pm

Goethe-Institut / Max Mueller Bhavan Kolkata
8 Ballygunge Circular Road, Kolkata 700019

Please join us for tea before the event at 4.30 pm

Jawhar Sircar is an alumnus of the universities of Kolkata, Cambridge, Sussex and Presidency College. He heads Prasar Bharati, one of the largest public broadcasters in the world and supervises about 500 television and radio stations of Doordarshan and All India Radio. He is Vice-President of the Asia Pacific Broadcasting Union (ABU) which is the premier international forum for radio and electronic media forum and was elected unanimously by 70 nations and 260 other members.

He has been India's Culture Secretary, where he instituted several wide - ranging improvements and was awarded the British Museum Silver Medal. In broadcasting too, he has received 4 awards till date for excellence in different spheres. Still he feels that the functioning of the public broadcaster is presently far from satisfactory and has taken up the cause for a radical overhaul.

He has 40 years of experience in public administration and policy management, including cultural, educational and media issues, on which he has spoken several times at the General Assemblies of the UNESCO and the ABU, and also in universities and institutes, both overseas as well as in India.

