



**Two-Day National Conference on the
State of Advertising Industry in India:
A Critical Appraisal**

Sponsored by
Indian Council of Social Science Research (ICSSR), New Delhi

Date
February 16–17, 2018

Venue
ISID Campus
4, Institutional Area Phase II, Vasant Kunj, New Delhi – 110070

Programme Schedule

Friday, February 16, 2018

09.00 AM - 10.00 AM

Registration

10.00 AM - 10.30 AM

Inaugural Session

Welcome Remarks

Prof. M.R. Murthy, Director, ISID

Opening Remarks

Shri T.N. Chaturvedi, Chairman, ISID
Prof. S.K. Goyal, Vice-Chairman, ISID

An Overview of the
Conference

Prof. J. Jethwaney, Conference Chair, ISID

Conference Essence and
Expectations

P.V. Narayanamoorthy
Tilak Mukherji (Core Committee Members)

Address by Chief Guest

Prof. V.K. Malhotra
Member-Secretary, ICSSR

Vote of Thanks

Prof. Seema Goyal, ISID

10.40 AM - 11.00 AM

Tea



11.00 AM - 01.30 PM	Sub-Theme A Advertising Evolution and Present State Session Anchor: P.V. Narayanamoorthy
Outline Core Committee	Globalisation of Indian Advertising: An Overview of the Last Quarter Century Since Liberalisation
P.V. Narayanamoorthy Ex Carat India Head, currently Independent Media Strategy Consultant & Visiting Faculty	From a Line Function in Ad Agencies to Independent Media Buying Houses and Now Aiming at Full Service: A Critical Appraisal of the Growth of Media Agencies in India
Chintamani Rao Strategic Marketing and Media Advisor (Independent Consultant)	Issues of Transparency in the Advertising Business: What Happens and Why, and The Way Forward
Sunil Gupta Ex-Executive VP JWT; Managing Partner-Results International; Regional Director-Apprais Worldwide	How Does One Get the Best ROI from Client-Agency Relationship? An Empirical Study
Nikhil Nehru Former President; McCann Erickson Worldgroup, India	Training and Manpower Development in the Indian Advertising Industry in a Global Market Scenario
01:30 PM - 02:30 PM	Lunch
02:30 PM - 04:30 PM	Sub-Theme B The Creative Trajectory of Indian Advertising Session Anchor: Prof. Seema Goyal
Ms Syeda Imam Ex Creative Head Contract Advertising, Writer and Social Activist	Discovering the Significances of Creativity In and Beyond Advertising
Dr Bhavneet Bhatti & Dr Gurmeet Singh Faculty, Punjab University	Hinglish in Advertising: An Analysis of Advertising Slogans using Language Hybridization
Kunal Sinha Executive Director – Advisory, Kantar Insights; Consumer Research & Strategy Expert, Widely Published Author	Use of Semiotics in Indian Advertisements: A Critical Appraisal
Avijit Dutt Eminent Creative Writer; Theatre and Film Actor; Visiting Faculty	Awards and Recognition: Reality and Ethical Concerns
04:30 PM	Refreshment

Note: Each speaker will be given 30 minutes, 20 minutes for paper presentation and 10 minutes for Q&A



Saturday, February 17, 2018

09.30 AM - 01.00 PM

Sub-Theme C
Critical Issues in Indian Advertising
 Session Anchor: Tilak Mukherji

Prof. Veena Sikri
 Ambassador & Chair, SWAN

Portrayal of Women in Advertising:
 Gender Insensitivity and Inequity
 A Critical Appraisal and Future Directions

Shruti Jain
 Associate Professor, Bennett
 University

State of the Work Force in the Indian Ad Sector:
 A Socio Economic and Psychographic Analysis

Dr Anubhuti Yadav
 Associate Professor, IIMC

Advertising and Pester Power:
 Issues & Concerns

11:00 AM - 11:30 PM

Tea

Prof. Seema Goyal
 Professor, Audio-Visual
 Communication, ISID

Children and Advertising:
 Creating and Reinforcing Stereotypes in Promotional Material

Dr Abhilasha Kumari
 Sociologist and Media Expert,
 Former Professor, ISID

Surrogate Advertising:
 Legal and Ethical Dimensions

Alka Malhotra
 Communication for Development
 Specialist, UNICEF

Social Sector Communication in India:
 A Critical Review

01:00 PM - 02:00 PM

Lunch

02:00 PM - 04:30 PM

Sub-Theme D
**Practice and Professionalism:
 Challenges & Opportunities**
 Session Anchor: Shruti Jain

Anurag Batra
 Ad Practitioner Journalist, Media
 Mogul, Entrepreneur

Connecting with Academia and Industry for Empirical
 Research Data and Insights

Prof. Jaishri Jethwaney
 ISID
 Former Professor and Program
 Director, AD/PR, IIMC

The Evolution of Political Advertising in India:
 Issues, Concerns and Challenges

P.N. Vasanti
 Director General, Centre for
 Media Studies and Member, ASCI

Role and Relevance of Professional Bodies in Advertising:
 Imperatives

Note: Each speaker will be given 30 minutes, 20 minutes for paper presentation and 10 minutes for Q&A



Dr Kulveen Trehan Assistant Professor, I.P. University	New Research Approaches in Measuring Advertising Impact and Effectiveness: A Case of Online Advocacy Campaign "Happy To Bleed" for Resetting Agenda on Gender
Ambika Shrivastav Media Planning Expert; Currently with Strategic Media Works	Maximizing the Impact of Media: Opportunities and Challenges
04:30 PM - 05:00 PM	High Tea
05:00 PM - 06:00 PM	Valedictory Function
Core Committee Members	Presentation of Major Insights and Expert Suggestions
Valedictory Speech	Chief Guest: Mr Bimal Julka Central Information Commissioner (CIC), Government of India; Former Secretary, Ministry of Information & Broadcasting Advertising Sector and Areas of Policy Implication
	Participants' Feedback
	Presentation of Certificates to Participants

Note: Each speaker will be given 30 minutes, 20 minutes for paper presentation and 10 minutes for Q&A