



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**NAAC GRADE "A" INSTITUTE (CYCLE-2)**

Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to G.G.S.I.P. University  
 Recognized Under Sec. 2(f) of UGC Act 1956.

**INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085**  
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**INDIAN KNOWLEDGE SYSTEMS CELL**



**REPORT ON SEMINAR "ROLE OF INDIAN KNOWLEDGE SYSTEMS IN ETHICAL JOURNALISM"**

<b>Title of Activity</b>	Seminar on <i>Role of Indian Knowledge Systems in Ethical Journalism</i>
<b>Values</b>	<ul style="list-style-type: none"> <li>❖ Ethical Responsibility</li> <li>❖ Truthfulness and Integrity</li> <li>❖ Cultural Awareness</li> <li>❖ Social Accountability</li> <li>❖ Professional Conduct</li> </ul>
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Understanding ethical principles of journalism through Indian Knowledge Systems</li> <li>• Awareness of truth (<i>Satya</i>), duty (<i>Dharma</i>), and responsibility in media practices</li> <li>• Ability to relate traditional Indian values with modern journalistic ethics</li> <li>• Sensitization towards responsible and value-based reporting</li> <li>• Development of ethical decision-making skills among journalism students</li> </ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Indian Knowledge Systems (IKS) Cell in collaboration with Department of Journalism and Mass Communication Tecnia Institute of Advanced Studies, Delhi
<b>Program Theme*</b>	"Integrating Indian Knowledge Systems for Ethical and Responsible Journalism"
<b>External Expert</b>	<b>Ms. Neelam Sharma</b> Deputy General Manager – HR RIICO, Udyog Bhawan, Jaipur
<b>Date*</b>	25.09.2025
<b>Time*</b>	11:30 AM Onwards

Venue

MP Hall, Ground Floor, PG Building, TIAS



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



## Indian Knowledge Systems Cell

in collaboration with Department of Information and Mass Communication  
*is Organising*

### Role of Indian Knowledge Systems in Ethical Journalism



**Ms. Neelam Sharma**  
Deputy General Manager HR  
(RIICO, Udyog Bhawan, Jaipur)



**DATE: 25<sup>th</sup> September, 2025**



**TIME: 4:00 PM Onwards**



**VENUE: Tecnia Institute of Advanced Studies, Delhi**

Convener

**Ms. Meenakshi Azad**

INCHARGE, IKS CELL



Scan Here  
To Join Meeting

<b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	40
<b>No. of Faculty*</b> (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	06
<b>No. of External Participants (students + faculty)</b> [write NA if not applicable]	NA

**Photographs\***



***Exploring Indian Knowledge Systems as the ethical foundation of responsible journalism.***



***Understanding ethical journalism through the lens of Indian Knowledge Systems.***



***Reviving traditional values for ethical media practices.***



***cultural values in journalism.***

**Report: Description in (min 250 to max 800 words)\***

The Indian Knowledge Systems (IKS) Cell, in collaboration with the Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies, successfully organized a seminar on **“Role of Indian Knowledge Systems**

**in Ethical Journalism”** on 25<sup>th</sup> September 2025 at the institute premises. The seminar was organized to highlight the relevance of Indian ethical frameworks in contemporary journalism and media practices.

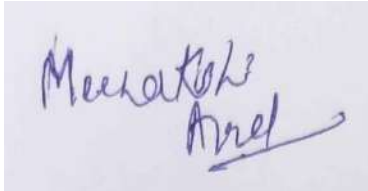
The session began with an introductory address by the coordinator, emphasizing the growing need for ethical journalism in the era of digital media, misinformation, and sensationalism. The speakers highlighted that Indian Knowledge Systems offer timeless principles such as *Satya (truth)*, *Dharma (duty)*, *Ahimsa (non-violence)*, and *Lok Kalyan (public welfare)*, which can serve as strong foundations for ethical journalism.

The resource person elaborated on how ancient Indian texts and philosophical traditions emphasize truthfulness, responsibility, and moral accountability—values that align closely with journalistic ethics. Concepts from texts like the *Upanishads*, *Mahabharata*, and teachings of *Gandhian philosophy* were discussed to explain ethical communication, unbiased reporting, and social responsibility of the media.

The session also addressed contemporary challenges faced by journalists, including fake news, paid news, sensational reporting, and ethical dilemmas in digital journalism. Students were encouraged to apply Indian ethical principles while reporting sensitive issues, respecting privacy, and maintaining fairness and neutrality.

An interactive discussion followed where students actively participated by sharing their views on ethical dilemmas in journalism. The discussion helped students understand how Indian Knowledge Systems can guide journalists in balancing freedom of expression with responsibility and public interest.

Overall, the seminar successfully created awareness about the integration of Indian Knowledge Systems into journalism education. It reinforced the importance of ethical journalism for strengthening democracy and society. The event inspired students to uphold moral values and

	professional ethics in their future careers as media professionals.
<b>Recourse Person Profile</b>	<b>Ms. Neelam Sharma</b> Deputy General Manager – HR RIICO, Udyog Bhawan, Jaipur
<b>Attendance Sheet*</b>	<b>Attached</b>
<b>Report Submitted by Event Coordinator</b> (write faculty coordinator name)	<b>Ms. Meenakshi Azad</b> Incharge, IKS Cell Tecnia Institute of Advanced Studies
<b>Signature of Event Coordinator</b>	
<b><u>List of Participants</u></b>	Attached

List of Participant:-

SR. NO.	Enrollment No.	Name of the student
1	00121302423	DAKSH BAJAJ
2	00221302423	BHUMIKA SHARMA
3	00321302423	ANSHIKA
4	00421302423	UJJWAL GUPTA
5	00521302423	HEENAKSHI WADHWA
6	00621302423	DIGONTO BANERJEE
7	00721302423	ANJALI
8	00821302423	MANVI SHARMA
9	00921302423	RUMESA KHAN
10	01021302423	KRIPA GROVER
11	00117002423	MEHAK WASAN
12	00217002423	KARTIK
13	00317002423	JYOTI KUSHWAHA
14	00417002423	JAITSRI KAUR
15	00517002423	UDAY
16	00617002423	MOHAK SETH
17	00717002423	ABHINAV GUPTA
18	00817002423	PRAGYANSH
19	00917002423	KAMAKSHI
20	01117002423	NUPUR
21	117002424	POORNIMA JAIN
22	217002424	KRIKA MISHRA

23	317002424	AANCHAL BORA
24	417002424	RUPAKASHI SETHI
25	517002424	SHUBH JOHRI
26	617002424	CHHAVI
27	717002424	RISHABH CHAUHAN
28	817002424	VANSHIKA JAIN
29	917002424	RADHIKA MOTWANI
30	1017002424	PRAGATI DUDHERIA
31	00121302424	SHIVAM BAJAJ
32	00221302424	SARAH RASHID KHAN
33	00321302424	NAVNEET KAUR
34	00421302424	DHRUV BHATIA
35	35121302424	MUSKAN ASOPA
36	35221302424	AMAN ACHARYA
37	35321302424	GARV
38	35421302424	SHALOM CHATTERJEE
39	35521302424	NANIKA DHINGRA
40	35621302424	ANSH PANCHAL