

**PATRON**

Dr. Ashok Gupta  
Vice Chancellor  
The IIS University, Jaipur

**CONFERENCE DIRECTOR**

Prof. N.K.Jain  
Dean, Faculty of Arts and Social Science  
The IIS University, Jaipur

**ADVISORY COMMITTEE**

Prof. Raakhi Gupta, Prof K.S. Sharma, Prof. Subhash Garg, Prof. N.K. Jain, Prof. Bhawani Shankar Sharma

**CONVENER**

Dr. Amita Raj Goyal  
Dept. of Visual Arts, The IIS University, Jaipur  
+91 9783307011

**ORGANIZING COMMITTEE**

**Organizing Secretary**

Dr. Ujjvala M. Tiwari  
Dept. of Visual Arts, The IIS University, Jaipur  
+91 9783307338

**Organizing Secretary**

Dr. Kanu Priya Rathore  
Dept. of Visual Arts, The IIS University, Jaipur  
+91 8107138888

**Members**

Dr. Giriraj Sharma, Mr. Shwet Goel, Dr. Nirupama Singh,  
Ms. Avani, Dr. Swati Agarwal, Ms. Sheetal Chitlangia, Ms. Kritika Agarwal



**National Conference  
on  
The Treatment of Social  
and Environmental Issues through Art**

**05-06 January, 2018**

Organized by  
Department of Visual Arts



**THE IIS UNIVERSITY**  
INNOVATION INSPIRATION SYNERGY

deemed to be a university under section 3 of UGC Act., 1956

SFS, Gurukul Marg, Mansarovar, Jaipur-302020  
Ph : 0141-2397906, 2400160, 2400161 • Fax : 0141-2395494  
Email : ncfa@iisuniv.ac.in • Web: www.iisuniv.ac.in



## About the Conference

In the contemporary art scenario there has been an increase in the emphasis on technology and innovation while amalgamating spirituality and mythology. This has led to a better understanding of self, society, nation and the world. Thus in order to create a more sustainable society it is essential to understand and synchronize the modern and traditional art form.

The organizers hope that participants will further enrich the corpus of knowledge. The Conference will provide an interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent theoretical ideas as well as practical challenges.

## OBJECTIVES

This conference aims to raise the following issues to create a better understanding of recent art scenario. Major objectives are as below:

- To spread awareness about the importance of art and aesthetic values.
- To understand the ethos of art.
- To educate people through art.
- To understand the digital transformation in art.
- To sensitize society through art.
- Imagining a more sustainable world through the understanding of art forms.

## THEMES

- The role of art in social and environmental awareness.
- Environmental art is on the rise.
- Visualization and understanding cultural perspective of art.
- Myths and mythology in art.
- Art, craft and design: traditional and modern approach.
- Innovation, creativity and public interest in art.

## About Jaipur

Jaipur, the largest city and the capital of Rajasthan, is also referred to as Pink City. Built by Sawai Jai Singh, this place was India's first planned city. With spectacular hilltops and stunning fortresses, Jaipur has become a major tourist attraction among both national and international tourists. This royal city captivates travelers as it is known for its rich culture and tradition, magnificent art and artefacts, and brilliant past.

## About the IIS University

The IIS University is a deemed- to-be-a-university (placed in category 1 by MHRD, Government of India) under the section 3 of the UGC Act, 1956. Established in 1995, as the International College for Girls, was declared a deemed-to-be a- university by the Ministry of Human Resource Development (MHRD) in the year 2009 leading to the establishment of The IIS University. The new university took off with a commitment to promoting quality education, research and innovation. With over 4500 students and 215 staff members, The IIS University offers a wide array of Semester-based undergraduate, postgraduate and research programmers which make for a robust academic environment.

Apart from the regular courses of study, the University offers a wide range of career-oriented subjects like Tourism Business, Advertising & Brand Management, International Business, Human Resource Management, Visual Arts, Fashion Designing to name a few. The University has also taken a lead in introducing courses aimed at developing skills and competencies which would enable the students to keep pace with the times. Our motto is the three Es: Efficiency, Excellence and Effectiveness. The Review Committee constituted by the MHRD placed The IIS University among the first 38 'Deemed-to-be-Universities' under Category '1', according the young, vibrant university the status it deserved.

## Submission of Abstracts

An abstract of about 300-500 words including the title of the paper, author(s) name and address typed in MS Word, in single spacing should be submitted by **30th November, 2017**.

- Title : MS Word in Times New Roman (Size 16 Points) in single spacing.
- Affiliation : MS Word in Times New Roman (Size 12 Points).
- Author's Name : MS Word in Times New Roman (Size 14 Points).
- Abstract : MS Word in Times New Roman (Size 12 Points) in single spacing.

The abstract should include sub-theme at the bottom of the page. It should also include a brief note about: Statement of problem, Methodology, Analysis & Finding. Paper presentation in the conference will be permitted only when the participant has registered for the Conference and has submitted the full paper. No abstract will be taken into consideration for pre-Conference publication without registration fee. On spot paper will not be accepted.

A hard copy of the abstract should be submitted along with a CD of through e-mail at [ncfa@iisuniv.ac.in](mailto:ncfa@iisuniv.ac.in)

## ORAL PRESENTATION

- Time of about 10 minutes will be given for each presentation.
- Presentation should be prepared in MS Power Point and to be brought in CD/USB.
- LCD projector facility will be made available for making presentation.

## POSTER PRESENTATION

- Space for poster display will be made available (1x1 meter).

## FULL LENGTH PAPER

Research papers based on original research work are invited which would be published after review in the IISU Journal of Social Sciences, a peer reviewed refereed Journal. The format for manuscript may be downloaded from [www.iisjoss.org](http://www.iisjoss.org).

## HOW TO APPLY

The duly filled in registration form should be submitted by **30th November 2017** which can be downloaded from [www.visualarts.iisuniv.ac.in](http://www.visualarts.iisuniv.ac.in)

## REGISTRATION

Participant Category	Registration upto 30th Nov. 2017	Spot Registration
Faculty/Academicians	INR. 1000.00	INR. 1200.00
Students/Research Scholars	INR. 800.00	INR. 1000.00

The registration fee should be paid by Demand Draft in favor of 'The IIS University, Jaipur'. Fee once submitted will not be refunded after confirmation.

The complete registration form can also be sent to the address mentioned below along with the crossed demand draft:

The IIS University  
SFS, Gurukul Marg, Mansarovar, Jaipur-302020, Rajasthan  
Email: [ncfa@iisuniv.ac.in](mailto:ncfa@iisuniv.ac.in)

## IMPORTANT DATES

**Last date for Abstract Submission**

30 November 2017

**Last date for Registration**

30 November 2017

**Intimation of Acceptance**

10 December 2017

## TRAVEL AND ACCOMMODATION

- Accommodation can be booked on request. The payment for the same will be borne by the participants
- No travel reimbursement will be made by the organizers.

## VENUE

Vinayak (AV) Hall  
The IIS University Campus,  
Gurukul Marg, Mansarovar,  
Jaipur-302020