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Jindal School of  
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*India's First Global Media School*

## JINDAL SCHOOL OF JOURNALISM & COMMUNICATION

*cordially invites you to the*

### Public Lecture

on

# Social Impact of Community Radio

by



### Ms. Esther S. Kar, IIS

Director General, Media and Communication  
Press Information Bureau

Esther Kar is a senior public management executive who has over 30 years of experience in planning and implementation of strategic communication for various federal government departments. Esther has worked as spokesperson in key Government Departments. She is currently Director General in Ministry of Agriculture. In her career spanning over 33 years she has been able to use her experience and practical knowledge in media and communication for formulating media policies and multi-media communication strategies on public health issues and programmes for agriculture and poverty alleviation. A post graduate in English from Madras Christian College, she joined the Indian information Service in 1983 through the Civil Service Examination. After completing her probation and training in the Lal Bahadur Shastri Academy in Mussoorie she joined the Central Government and has served in various capacities in the Ministry of Information and Broadcasting.

Mrs Esther firmly believes that in this fast changing complex world there is a need to constantly engage in expanding your horizon and genuinely pursue knowledge. She has constantly tried to update herself in her field of work and holds a Diploma in Public Administration from the International Institute of Public Administration, Paris. In 2008-09 she successfully completed her Post- Graduation in Public Policy from the Indian Institute of Management Bangalore.

Her publications and research papers include a paper on Public Service Broadcasting published in Media Asia, and various articles in the Singapore-based AMIC Publication on Public Service Broadcasting. She has done extensive research in Community Radio and has published several papers including on the topics of social impact of Community Radio and dissemination of information relating to policy decisions.

**Date: 18 April 2017 | Time: 4:00 pm**  
**Venue: T2, Third Floor, Conference room**  
**O.P. Jindal Global University, Sonipat-131001**

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