



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)

Vaniyambadi, Tirupattur DT - 653 751

Recognized u/s 2(f) & 12(B) of UGC Act 1956 | Accredited with "A+" Grade by NAAC (4th Cycle) | Permanently Affiliated to Thiruvalluvar University | Supported by DST - FIST



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of HRD Initiative)  
4 STAR Rating



## School of Creative Arts & Languages

Organizes

## One Day National Level Conference

"From Spine to Screen: Sustainable Storytelling across Media, Cultures and Technologies"

Date: 18.03.2026 @ 10.00 am | Venue: Sri Roop Rajat Hall

### Resource Persons



### Dr. M. A. Mohamed Sahul Hameed

Professor of English  
School of Social Sciences & Languages  
VIT University, Vellore - 632014



### முனைவர் அ. மரிய செபஸ்தியான்

தமிழ்த்துறை உதவிப் பேராசிரியர்,  
சமூக அறிவியல் மற்றும் மொழிகள் பள்ளி,  
விஜய பல்கலைக்கழகம்,  
வேலூர்.

### About the School

The School of Creative Arts and Languages is committed to fostering creativity, linguistic competence, and cultural understanding. It provides a dynamic academic environment that encourages the study of language, literature, and the arts, promoting critical thinking, effective communication, and creative expression among students.

The School aims to preserve and promote literary and cultural heritage while engaging with contemporary perspectives in language and creative studies. Through academic programmes, seminars, conferences, and cultural activities, it nurtures scholarly inquiry, innovation, and interdisciplinary learning, preparing students to contribute effectively to society and the global cultural landscape.

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## About the Conference

"From Spine to Screen: Sustainable Storytelling across Media, Cultures and Technologies" is an interdisciplinary national conference that explores how stories evolve from traditional print forms to digital and screen-based media. It focuses on sustainable storytelling practices that are culturally sensitive, ethically responsible, and socially relevant. Bringing together scholars, practitioners, and creative professionals. The conference encourages dialogue on innovation, inclusivity, and the preservation of cultural memory in today's rapidly changing media landscape.

### Thrust Areas

1. Transmedia and multiplatform storytelling
2. Adaptation from print to screen
3. Digital and interactive narrative forms
4. Sustainable and ethical storytelling practices
5. Cultural preservation and narrative heritage

தலைப்பு - செவ்வியல் இலக்கியங்களில் சமூக மாற்றமும் பன்முகத் தன்மையும்

- செவ்வியல் இலக்கியங்களில் சமூக மாற்றம்
- செவ்வியல் இலக்கியங்களில் காலம் தோறும் உருவான சமூக மதிப்புகள்
- செவ்வியல் இலக்கியங்களில் பாலின கண்ணோட்டங்கள்
- செவ்வியல் இலக்கியங்களில் அரசியல் மற்றும் பண்பாட்டு பரிமாற்றங்கள்

## Registration Details

- UG & PG Students participant- Online: Rs. 150 / Offline: Rs. 200
- UG & PG Students presentation -Online: Rs. 200 / Offline: Rs. 250
- Research Scholars & Faculty-Online: Rs. 300 / Offline: Rs. 350

SCAN FOR REGISTER



## Organizing Committee

### Chief Patrons

Sri. M. Vimmal Chand Jain, **Chairman**  
Sri. C. Lickmichand Jain, **Co-Chairman**  
Sri. V. Dilip Kumar Jain, **President**  
Sri. Anand Singhvi, **Secretary**

### Convener

Dr. A. Sumyirra,  
Dean, School of Creative Arts & Languages

### Patron

Dr. M. Inbavalli, **Principal**  
**Organizing Secretaries**

Dr. C. Deepa,  
Head, Dept. of English

Ms. K. Malathi,  
Head, Dept. of Tamil

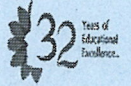
For More Details

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**Vaniyambadi**



## **School of Creative Arts & Languages**

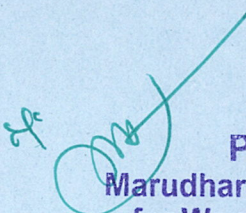
### **One Day National Level Conference**

**From Spine to Screen: Sustainable storytelling across Media,  
Cultures and Technologies**  
**AGENDA (18.03.2026)**

**Time: 10.00 AM**

**Venue: AV Hall**

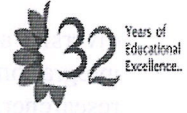
- ❖ **Invocation** : **Navkar Mantra & Tamil Thaa Vaazhthu**
- ❖ **Welcome Address** : **Ms. V. Asvika,**  
II BA English.
- ❖ **Introduction of the Chief Guest** : **Dr. R. Vidhya,**  
Assistant Professor, Department of English.
- ❖ **Honouring & Felicitatation** : **Dr. A. Sumyirra,**  
Dean of Creative Arts and Language.
- ❖ **Chief Guest Address** : **Dr. M. A. Mohamed Sahul Hameed,**  
Professor of English, School of Social Sciences & Languages, VIT University, Vellore.
- ❖ **Paper Presentation**
- ❖ **Vote of Thanks** : **Ms. P. Indhumathi,**  
III BA English
- ❖ **National Anthem**



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**Activity Report**

<b>Title</b>	<b>From Spine to Screen: Sustainable Storytelling across Media, Cultures and Technologies</b>		
<b>Organized By</b>	<b>MarudharKesari Jain College For Women (Autonomous)</b>		
<b>Type of Activity</b>	<b>One day Conference</b>		
<b>Level</b>	<b>National</b>		
<b>Date</b>	<b>18/03/2026</b>	<b>Time</b>	<b>10.00 AM</b>
<b>Venue</b>	<b>Sri RoopRajatAV Hall</b>	<b>Mode</b>	<b>Hybrid</b>
<b>Resource Person Details</b>	<b>Dr. M.A. Mohamed Sahul Hameed, Professor of English, School of Social Sciences &amp; Languages, VIT University, Vellore.</b>		
<b>Objective of the Programme</b>	1. To provide a platform for academicians, researchers, and students to share their ideas, research findings, and perspectives. 2. To examine the relationship between culture, media, and technology in shaping contemporary narratives. 3. To encourage interdisciplinary discussions on the transformation of storytelling from traditional print to digital formats.		
<b>Internal Participants Count</b>	<b>Students:90 Faculty :17</b>	<b>External Participants Count</b>	<b>Students:79 Faculty: 10</b>

**Summary**

The School of Creative Arts & Languages of Marudhar Kesari Jain College for Women (Autonomous), Vaniyambadi successfully organized a One Day National Level Conference on the theme "From Spine to Screen: Sustainable Storytelling across Media, Cultures and Technologies" on 18th March 2026 at the AV Hall.

The conference commenced at 10:00 AM with a solemn invocation, featuring the recitation of the Navkar Mantra followed by Tamil Thai Vazhthu, invoking blessings for the success of the event.

The Welcome Address was delivered by Ms. V. Asvika, II B.A. English, who warmly greeted the dignitaries, faculty members, participants, and students. She highlighted the significance of the conference theme, emphasizing the evolving nature of storytelling in the contemporary digital era.

The Introduction of the Chief Guest was presented by Dr. R. Vidhya, Assistant Professor, Department of English, who elaborated on the academic contributions and professional achievements of the distinguished guest.

The session proceeded with the Honouring and Felicitation Ceremony, led by Dr. A. Sumyirra, Director of Event Management and Dean of Creative Arts & Languages, who formally welcomed and honoured the Chief Guest, recognizing his valuable presence and contribution.

The Chief Guest Address was delivered by Dr. M. A. Mohamed Sahul Hameed, Professor of English, School of Social Sciences and Languages, VIT University, Vellore. In his insightful address, he discussed the transformation of storytelling from traditional print media to digital platforms. He emphasized the importance of sustainable narratives that bridge cultural

diversity and technological advancements. His speech provided valuable perspectives on the integration of literature, media, and emerging technologies, inspiring both students and researchers.

Following the inaugural session, the Paper Presentation Session was conducted, where scholars, academicians, and students from various institutions presented their research papers related to the conference theme. The session encouraged intellectual exchange and provided a platform for participants to share innovative ideas and critical insights.


The conference concluded with the Vote of Thanks delivered by Ms. P. Indhumathi, III B.A. English, who expressed gratitude to the management, chief guest, organizing committee, participants, and volunteers for their support and cooperation in making the event a grand success.

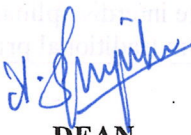
The programme ended with the rendition of the National Anthem, marking a respectful and patriotic conclusion to the event.


Overall, the conference was highly informative and enriching, fostering academic excellence and promoting interdisciplinary dialogue on sustainable storytelling in the modern world.

### Outcomes of the Programme

1. The conference enhanced academic interaction and collaboration among scholars from different institutions.
2. Students developed better understanding of emerging trends in media, culture, and technology.
3. The conference inspired future research and projects in interdisciplinary areas of literature and media studies.

  
Head/Co Ordinator

  
DEAN

  
Principal

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National Level Conference on from spine to screen: Sustainable story telling across media  
cultures and technologies  
18.03.2026



Peddakallupalli, Tamil Nadu, India

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Lat 12.638578° Long 78.604184°  
Wednesday, 18/03/2026 10:30 AM GMT +05:30



Peddakallupalli, Tamil Nadu, India

Jjq3+gmp, Peddakallupalli, Tamil Nadu 635751, India  
Lat 12.638742° Long 78.602904°  
Wednesday, 18/03/2026 11:43 AM GMT +05:30

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