

**Popular Lecture:**

**Topic: Media for Social Transformation**

**Speaker: Rahul Pardasani, a photographer, documentary film maker.**

Date: 01/08/2014

Rahul Pardasani, a photographer, documentary film maker, media consultant and social activist visited IITRAM and delivered lecture on 1<sup>st</sup> day of foundation program on Media, Social Consciousness and Social Change. He explained how a single picture or short film can transform a very strong message to the society. Media has great impact on our life. A single story can bring huge change. He explained that we must not be just educated but we should be a real human. When one of us changes our behaviour, this has a ripple effect in our community, encouraging others to do the same. In this way, we all have the power to build an active civic society. It starts with the simple acts of standing up and doing the right thing. In this informative era he gives one formula, “Create Good, Connect With good and Share Good”.

