

# Report on Lecture by Shri. Basavaraj Swamy

Date: 21st Jan 2017,  
Venue: Auditorium,  
SPIL College of Journalism, Raichur

## The Cultural Fabrics of Bordering Districts and Media

As part of Samskruthi Smarane, Monthly lecture Series organized a lecture and interaction on the topic “The Cultural Fabrics of Bordering Districts and Media” by Shri. Basavaraj Swamy, Editor, Suddimoola, a popular Kannada Daily at Raichur on 21st Jan 2017.

In the last decade, arts and culture have been placed at the centre of attention when discussing economic and social growth. In particular, studies on the “creative class” have been using arts and culture as an important factor impacting local economies. Shri. Basavaraj Swamy said, “The Vachana Movement gained a huge momentum in these parts of Karnataka, the rivers that flow in this regional also has a great contribution to make to the cultural fabrics of bordering districts”.

He continued saying, “The studies have also revealed that the local economic development have frequently viewed educational and other cultural institutions as a major factor in economic growth. Combining these disparate literatures brings to centre stage both clusters of arts and culture and concentrations of research and human capital development. Hence, the focus of the lecture was to analyze the duality of culture and economic growth through creativity, innovation and media outreach”.

Discussions were also mooted on Social and Digital Media and its onslaught on youth. The interactions indicated that consistency and positive effort on local media can give a leap towards economic growth and cultural outreach.

The lecture was followed by the performance of Gee Gee pada (local popular folk form) by local artists namely Shri. Prakashaiah Nandi, Raachaiah and Team.

Prof. Malini Swamy, Principal, SPIL College of Journalism, Shri. Chennabasavanna, Senior Correspondent, ETV News, Prof. V N Angaiah, Faculty, Dept. Of Political Science, Govt. Degree College and students from SPIL College and other educational institutions participated in the lecture.

