



## Breaking Barriers: The Push for Accessible Media

### Description

A vibrant discussion on Accessibility in Media and Entertainment organized by the Department of Electronic Media and Mass Communication took place at Pondicherry University on Tuesday, 4th March 2025, in collaboration with the Educational Multimedia Research Centre.

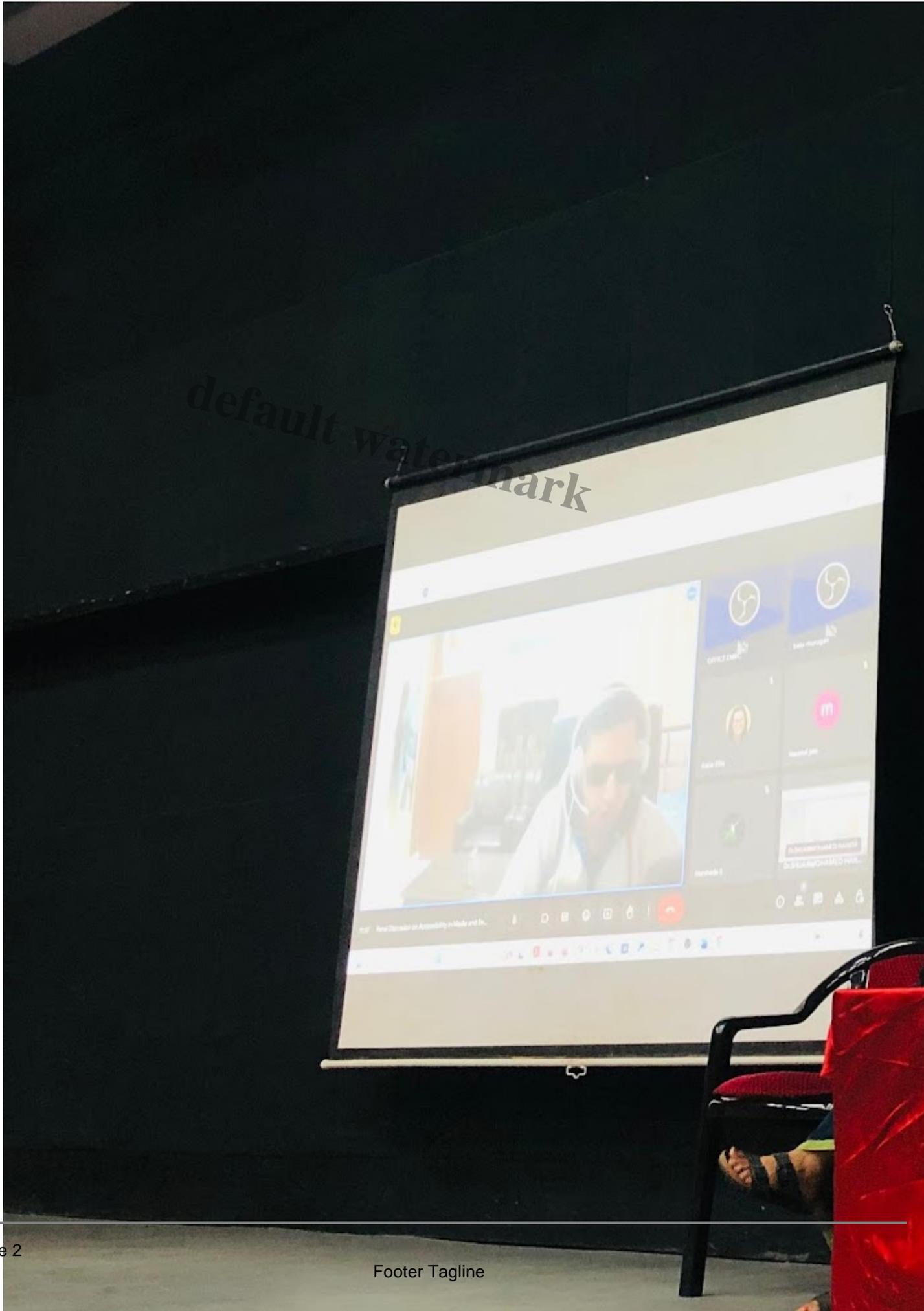
The panel was moderated by Dr.Manisha Amin, CEO of the Centre for Inclusive Design, Australia. The other members of the panel were Dr Chidambaram, Head in charge of the Centre For Study Of Social Exclusion And Inclusive Policy, Pondicherry University. Mr.Danish Mahajan, founder of Radio Udaan.professor Katie Ellis, Curtin University, Australia, and Mr.Shankar Subbiah, Technical Director Edify Technologies India.

The discussion opened with a focus on the current state of accessibility in media. Dr Chidambaram pointed out that the media has a major role in changing the mentality of society. He stated that if media people join hands together, universal standards for inclusivity can be achieved.

A vibrant discussion on Accessibility in Media and Entertainment organized by the Department of Electronic Media and Mass Communication took place at Pondicherry University on Tuesday, 4th March 2025, in collaboration with the Educational Multimedia Research Centre.

The panel was moderated by Dr.Manisha Amin, CEO of the Centre for Inclusive Design, Australia. The other members of the panel were Dr Chidambaram, Head in charge of the Centre For Study Of Social Exclusion And Inclusive Policy, Pondicherry University. Mr.Danish Mahajan, founder of Radio Udaan.professor Katie Ellis, Curtin University, Australia, and Mr.Shankar Subbiah, Technical Director Edify Technologies India.

The discussion opened with a focus on the current state of accessibility in media. Dr Chidambaram pointed out that the media has a major role in changing the mentality of society. He stated that if media people join hands together, universal standards for inclusivity can be achieved.



*Photo courtesy of Boya Kiran Kumar, Pondicherry University*

Mr. Danish Mahajan's journey from unawareness to empowerment left a profound impact on the audience. Born partially blind in a remote area, he was unaware that visually impaired individuals could pursue education until the age of 19—a realization that left him regretting four lost years. However, he turned this regret into action, coining the powerful mantra **“Cry or Try”** to inspire resilience. Determined to create change, he launched **Radio Udaan**, India's first online radio station for disabled individuals, emphasizing the role of media in shifting societal perceptions. Criticizing mainstream platforms like Netflix for their lack of inclusivity, he questioned why disabled individuals should rely on platforms that fail to represent them. Instead, he applauded initiatives like **Excel Cinema**, which promote accessibility in media.

Mr. Shankar Subbaiya, Technical Director of Edify Technologies India, talked about assistive technologies. The panel highlighted the critical need for accessible media and entertainment for disabled people. Overall, the panel stood as a testament to the power of perseverance, proving that true change begins when one dares to challenge limitations and redefine possibilities.

*Written By Thasniya P*

*Edited by Rupam Shukla*

### Category

1. Campus Buzz

### Tags

1. Department of Electronic Media and Mass Communication
2. Pondicherry
3. Pondicherry University

### Date Created

March 26, 2025

### Author

admin