



**IEEE Madras Section  
Cellular Operators Association of India  
Telecom Centres of Excellence, India  
IEEE Computer Society, Madras Chapter  
IEEE Communications Society, Madras Chapter  
Computer Society of India, Chennai Chapter**

*Cordially invite you to a lecture session  
on*

## **Cell phone nation: How mobile phones changed India**

*by*

**Dr. Robin Jeffrey**

**Visiting Research Professor, Institute of South Asian Studies  
National University of Singapore  
Author of the Book-“Cell Phone Nation”**

**Dr. Ashok Jhunjunwala**

**Prof., Dept of Electrical Engineering, IIT Madras  
*has consented to chair the lecture session***

**On Monday, 5th May, 2014 at 17:00 hrs**

**CSI Education Directorate, Taramani, Chennai – 600113**

(Situated in the opposite lane to Indira Nagar MRTS Railway Station.  
About 100 meters away from the Dharmambal Women's Polytechnic &  
Opposite to the Institute of Mathematical Sciences and Institute of Hotel Management)

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### **Programme**

**5.00 p.m. : Welcome Drinks & Fellowship :: 5.30 p.m. : Lecture :: 6.45 p.m. : High Tea**

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**About the lecture:** The lecture will showcase the importance and critical part played by mobile phones and the entire communication systems in our day-to-day life today. Amidst all the negative coverage which is appearing due to rumours spread on effects on EMF radiations from mobile phones and mobile towers, this may come as a strong positive point for the industry. Overall, we want to showcase to the stakeholders and public that “good is all we spread”.



**About the speaker:** Dr. Robin Bannerman Jeffrey is a Canadian-born professor. He studied first at the University of Victoria, British Columbia, Canada, from where he graduated with a BA degree. He was awarded a D.Phil in modern Indian history by the University of Sussex, England, in 1973 and had previously worked as a school teacher in Chandigarh, India, for the Regional Institute of English and the Canadian University Service Overseas between 1967 and 1969. Jeffrey took up a position as a Research Fellow at the Australian National University upon completion of his doctorate. He has taught at that institution in Canberra during two different periods. He taught politics at La Trobe University, Melbourne, Australia, between 1979 and 2005, where he became a professor. In 2002, he was elected a Fellow of the Australian Academy of Social Sciences, having been previously elected a Fellow of the Australian Academy of the Humanities in 1994. As of 2013, Jeffrey holds the post of Emeritus

Professor and is working at the Australia India Institute within the University of Melbourne, Australia.[1] In 2010, he was appointed for one year as a visiting research professor at the Institute of South Asian Studies, based at the National University of Singapore.

Dr. Jeffrey has studied the positive effects of mobile phones on lives of Indian customers and has very beautifully reflected the same in his book 'Cell Phone Nation'. He possesses intricate knowledge of the Indian telecom scenario and holds interest in Indian media studies and development studies. He is also an industry friendly person and has insisted on not charging any fees for the proposed lecture series.

**About the book “Cellphone Nation”:** The book “Cell Phone Nation”, masterfully probes the mobile phone universe in India – from the contests of great capitalists and governments, to control Radio Frequency spectrum, to the ways ordinary people build the troublesome, addictive device into their daily lives. We feel the book is of great value to the industry and also the decision makers which has decisively contributed to the developing socio-economic fabric of the country. Unquestionably, this is the first book, which is looking at the socio-cultural aspect of the mobile phone revolution in India and I am happy to share with you a copy of the book. It is described as the first comprehensive study about the communication revolution and its impact on the Indian society. In its chapters, it has some of the best descriptions of the positive impact which the mobile telecom industry has done to improve the livelihoods of the people of the country

To facilitate logistics, pl. pre-register at <http://goo.gl/a3mSI2>