

## RESUME

**DR RAJESH DAS**

**Assistant Professor ( Grade II)  
University of Burdwan (NAAC 'A' accreditation)  
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<i>Name</i>	<i>Qualification</i>	<i>Present Designation</i>	<i>Specialization</i>	<i>No. of Years of Experience (in years)</i>
Dr. Rajesh Das	M.A.(1 <sup>st</sup> Class 3 <sup>rd</sup> )	Assistant Professor ( Senior Grade II) & Former Teacher-in Charge ( from September 2013 to May 2018	Rural Communication, Health communication , Corporate Communication, & International Communication	<i>PG: 14 years</i> Date of joining in the University – 22 <sup>nd</sup> December, 2004 ( as full time contractual)& on 1 <sup>st</sup> July 2005, Full Time Lecturer , in the Department of Mass Communication , University of Burdwan  <i>UG: 1 year</i>

**CONTRIBUTION IN REFEREED JOURNALS AS NOTIFIED BY THE UGC**

	<i>Title of the article</i>	<i>Book Title, Editor &amp; Publisher</i>	<i>ISSN/ISBN No</i>
1	2011, June , ‘Persuasive Communication: A Strategic Approach to Manage Employee Stress in today’s Firms under Competition ’; <i>(co-authored)</i>	<i>PR Communication Age; The Monthly Journal on Public Relation &amp; Communication in India, VOL. XIV NO. 3,</i>	ISSN: 0972-0650, 2011 UGC Journal No - 63031
2	December 2010, Scope of E Governance in Rural India	Media Watch, Vol 1, No 3, July- December 2010	ISSN: 09760911. UGC JOURNAL NO: 45191
3	2015, ‘Planet People & Profit – Redefine the Corporate social Responsibility: a Theoretical analysis of Contemporary Corporate Sector’	Advance Social Work Journal, Vol 1, Issue I, Department of Social Work, St. Joseph College, Calicut, kerela	ISSN: 0009-188X UGC Journal No 47243
4	2017, Political Participation and Empowerment of Women in the Panchayati Raj Institutions: A Selected Case Study of Burdwan District of West Bengal, ( <i>Co- authored</i> )	International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 2017, Vol 4, No.2,173-179.	ISSN - (Print): 2519 – 7908 ; ISSN - (Electronic): 2348 – 0343 UGC Journal No; 47192
<b>Other Reputed Journals as Notified by the UGC</b>			
5	2012, April – June, ‘Women Initiative in Disaster Risk Reduction: From Mass Media to Community Media’	<i>The International Journal for Environmental Protection and Rural Development, April – June 2012, volume 1, Issue 4</i>	ISSN: 2249- 4375, 2012
6	2018, Indigenous knowledge based Dialogue and Rural information system: scope and Challenges	BR International of Culture Media and Trends	ISSN 2457-0966, Vol 1, No 2, July-Dec 2018

### CONTRIBUTOR AS AN EDITOR

<i>Book Title, Editor &amp; Publisher</i>	<i>ISSN/ISBN No</i>	<i>Whether peer reviewed or not</i>
Mr. Rajesh Das & Dr. P. K Bandyopadhyay (ed.), ' <i>Mass Media &amp; Society in Post Globalization Period: Issues &amp; Approaches</i> ', Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013 [ a review of the same edited volume was published in <i>BR International of Culture Media and Trends</i> , June 2019, Vol 2 , ISSN 2457-0966 ]	ISBN NO : 13: 97893806019 84	# established peer review system by the publisher ##The Book is referred in Kazi Nazrul University (UG CBCS Hons Syllabus) and in University of Burdwan and University of Gaur Banga ( PG level)
<i>Media Usage in Promotional Communication</i> Department of Mass Communication Burdwan University Burdwan , edited by Das, Gangopadhyay & Sengupta	ISBN 8187259922	Peer reviewed
<i>Media Governance and Cultural Issues</i> , Department of Mass Communication Burdwan University Burdwan , edited by Das, Gangopadhyay & Sengupta	ISBN -81- 872559-95-7	

### CONTRIBUTION A CHAPTER IN AN EDITED VOLUME

	<i>Title of the article</i>	<i>Book Title, Editor &amp; Publisher</i>	<i>ISSN/ISBN No</i>
I.	2005, Rural Communication and Rural Management, Journal of	Department of Mass Communication Burdwan University Vol.-III,	ISBN81-87259-45-0
II.	2008'Lingo Baisamya ebong Gana Madhyam' ( in Bengali Script) – ( Gender Bias in Mass Media)	<i>Edited by</i> , Department of Bengali; University of Burdwan , No. XVI,	ISBN: 81-87259-59-0
III.	2008, 'Citizen's Voice & Public Participation in Environmental Decision:	Media's Strategy & NGOs Contribution' <i>Information Technology &amp; Environment Management</i> ,edited by Dr. Jagbir Singh, MD Publication PVT LTD, New Delhi	ISBN: 978-81-7533-149-5,

IV.	2009, 'Developing Indian Villages through the Indigenous Knowledge Network'	<i>Indigenous Knowledge System and Common People's Rights</i> ; edited by Prof Dr. Debarata Das Gupta, AGROBIOS (India) , Jodhpur,	ISBN: 81-7754-396-2
V.	2009, 'Developing Indian Villages through the Indigenous Knowledge Network'	<i>Indigenous Knowledge System and Common People's Rights</i> edited by Prof Dr. Debarata Das Gupta, AGROBIOS (India) , Jodhpur	ISBN: 81-7754-396-2
VI.	2011, New Horizon of Rural Cooperative – An Instruments of Social Empowerment ( Co authored)	Farm Sector Development – Emerging Issue, edited by Dr. Debarata Das Gupta, AGROBIOS (India)	ISBN : (13):978-81-7754-394-0,2011
VII.	2011 ,Awareness of Polio Communication Among Women	Public Health in India; edited by C. Chidambaranathan & I . Jenitta Mary,Avishkar Publishers, Distributors, Jaipur, ( India)	ISBN : 978-81-7910-358-6
VIII.	2011, Information Flow and Scope of New Communication Order in SAARC Region	SAARC Building Bridges in the South Asian Region edited by Saifuddin Soz, R.N. Srivastava & Sanju Gupta , published by, Foundation for Peace and Sustainable Development, New Delhi	ISBN : 81-903823-3-0
IX.	2013, Use of Traditional Environmental Knowledge for Environmental Sovereignty, pp, 483-492	Food and Environmental Security : Imperatives of Knowledge System , edited by Dr. Debarata Das Gupta, AGROBIOS (India) ,	ISBN : (13) 978-81-7754-509-8
X.	2014, Role of e Governance in Rural Communication, pp , 2014	Media and Communication – Practices and issues Edited by M. Chatterjee and B.L.Chowdhury, Published by S.B. Enterprises Kolkata	ISBN 978-81-922957-8-7.
XI.	2015, Presentation of Cultural Plurality in Indian Television – A Selected Case Study of Contemporary Hindi Serials , pp, 2015 ( Co- authored)	Human Resources edited by Dr. Ganga Kumar Binha Institute of Social Development & Research, Ranchi	ISBN; 978-93-84686-04-8

XII.	2016, Analysis of Diversity in Bengali Television Programmes – A Selected Case Study ( Co- authored)	<i>Media Usage in Promotional Communication</i> , Department of Mass Communication Burdwan University Burdwan , edited by Das, Gangopadhyay & Sengupta	ISBN 8187259922
XIII.	2017, MAHAN TRAYEE ( Tulshi Chakroborty, Chobi Biswas EBONG Pahari Sanyal)	BANGLA CHALACHITTRA R KATHA O KAHINI, ( PRATHOM PORBO) , edited by Rhitobrata Bhattacharya , Dey’s Publication, Kolkata	ISBN 978-93-81679-80-7
XIV.	2018, Designing message for Media Mapping for a Better Cooperation in SAARC Region	Media Governance and Cultural Issues , Department of Mass Communication Burdwan University Burdwan , edited by Das, Gangopadhyay & Sengupta	ISBN -81-872559-95-7

### RESEARCH PROJECTS

<i>Project Offered By</i>	<i>Nature of Out Come / Policy Documentation</i>
IMPRESS, ICSSR, Ministry off HRD, Government of India , July 2019	Health awareness among schedule caste community in rural Bengal : An analysis of television coverage, sanctioned Grant Rupees Nine Lakh ( Rs 9,00000/-)
<i>Projects Outcome / Outputs, Major Policy document prepared for national / international bodies</i>	
<i>Project Offered By</i>	<i>Nature of Out Come / Policy Documentation</i>
National Council of Rural Institutes, NCRI, under the Ministry of Human Resource Development in Government of India.	Participatory Research Appraisal (PRA) in Rural West Bengal : policy making, programme promotion, build up the social mapping, and to prepare a draft report for National Summer Internship Programme, June to August, 2017, in two blocks, Bhatar and Galshi I, under the District of Purba Bardhanman, West Bengal designed and Promoted by Krishi Bikash Kendra, Ministry of Agriculture, Government of India
Indian Institution of Mass Communication, IIMC, Ministry of Information and Broadcasting, Government of India	Research Collaborator for the National Project Conducted by Department of Communication Research , Indian Institution of Mass Communication, New Delhi, on ‘ <i>Impact Assessment of Jago Grahak Jago Media Campaign</i> ’ of the Ministry of Consumer Affairs,

	Government of India, April – June 2017
Indian Institution of Mass Communication, IIMC, Ministry of Information and Broadcasting, Government of India	Research Collaborator for the National Project Conducted by Department of Communication Research , Indian Institution of Mass Communication, New Delhi, on <i>Women in news and entertainment media in India</i> , onwards February 2019
South Asian Forum for Environment, SAFE - is a major stakeholder in UN Environment Assembly and is in consultative status with ECOSOC & UNFCCC.	assisting in developing communication tools for community ice-breaking, building participatory communication models that enhances greater participation of community and women members in decision making processes, projects under UNEP and World Bank March 2017- March 2018
Department of Information and Culture, Government of West Bengal	directly associate with in policy making, programme promotion and execution of draft of two consecutive events , I) District level Journalist Workshop and II) Social Awareness Film Festival , March and December, 2017
I-KIU, International Marketing Promotional Enterprise, New Delhi	As research associate: To assess the reader’s perceptions on Bengali Newspaper market, 6 locations in West Bengal, projects under UNEP and World Bank April –July 2016

#### PAPER PRESENTATION IN NATIONAL/ INTERNATIONAL SEMINAR/ CONFERENCE

<i>Title of the Paper presented</i>	<i>Title of Conference/ Seminar etc</i>	<i>Organised by</i>	<i>international / national/state/ level</i>
1. ‘Presentation and Content of Voice of Youth in selected English Daily’	National Seminar	Department of Mass Communication, University of Calcutta & Friedrich Ebert Stiftung, June 2006	National
2. ‘Corporate Governance and Corporate Communication’	UGC sponsored National Seminar	Department of Commerce University of Burdwan and Institute of Chartered Account of India, June 2006	National
3. ‘Knowledge Disseminations in Three Tier Panchayat System’	UGC sponsored National Seminar	Department of Mass Communication, University of Burdwan, June 2006	National
4. ‘Presentation of News content of Mahabidroho, 1857- A selected	India’s First War of Independence, 1857 – History	Center for Interdisciplinary Studies, University of Burdwan, October	National

Content Analysis'	& Historical Memory	2007	
5. 'Culture and Integration, Role of Mass Media in Present Scenario'	UGC sponsored National Seminar	Bakura Saradmoni College, Bankura, West Bengal, 2007	National
6. Glocalization and Communication- Issues and approaches	UGC sponsored National Seminar	Department of Mass Communication, North Bengal University, Siliguri, 2008.	National
7. 'Role of Media on Development in the Rural Society'	International Conference on Social Science – Sri Lanka 2008 (ICSSL),	Keleniya University, Sri Lanka , July, 2008	International
8. 'Environmental Awareness & Citizen's Participation : Role of Media and NGOs'	ICBESCF -2008	Swami Sharddhanand College, University of Delhi, September, 2008	International
9. Indigenous Culture and Media Culture: A Discussion in the Age of Globalization'	UGC sponsored National Seminar,	Arambag College, Hoogly, West Bengal, 2008	National
10. 'Exclusion of Schedule Caste Community in the Public Sphere of Print Journalism'	Society for Participatory Research in Asia (PRIA), New Delhi	6 <sup>th</sup> International Conference on Citizenship and Governance Challenges for Social Inclusion, in Collaboration with Department of Adult, Continuing Education & Field Outreach (DACEFO), University of North Bengal, Siliguri, West Bengal, February 2009	International
11. 'Women Initiative in Disaster Risk Reduction – From Community Media to Social Media '	1 <sup>st</sup> National Congress on Role of Women in Disaster Preparedness	All India Foundation for Peace and Disaster Management, and Delhi Disaster Management Authority, Government of NCT, Delhi, & Delhi Commission for Women of NCT, Delhi , December 2009	National
12. 'Designing Indigenous Knowledge Network for an Integrated Rural Development',	IUAES-2009	– XVI Congress of International Union of Anthropological and Ethnological Sciences, in Kunming, China, 2009	International
13. 'Information and Globalization of Communication in Digital Age: A Special Case Study in West Bengal '	National Conference on Social Science	Sociological Association of West Bengal, December, 2009	National

14. 'People's Participation and Environmental Decision- A Case Study in Sundarban'	UGC sponsored national seminar,	Department of Sociology, University of Burdwan, and ICSSR, New Delhi March, 2010	National
15. 'Emerging forms of Globalization Dialectics: Interlocalization'	UGC sponsored national seminar,	Department of Mass Communication, North Bengal University, Siliguri, West Bengal, February 2010	National
16. 'Communication- The Indispensable element of Corporate Identity'	National Conference on Corporate Social Responsibility	Center for Management studies, The University of Burdwan & Indian Accounting Association, March 2010	National
17. 'Globalization Sustainable Development & Environmental Problem in Third World - A Case Study in India'	International Conference on Cooling the Earth – Tactics for Resorting climate & Saving the Planet	Department of Environmental science, G B Panthnagar University of Agriculture & Technology, Panthnagar, India, on November, 2010	International
18. 'Nature of Information flow in South Asia: Globalization and After'	The Changing face of Journalism in India	India Media Centre, West Minister University, London , September , 2011	International
19. 'Indian media Ownership – Issues, Structures and Practices'	1 <sup>st</sup> JNU Colloquium on Communication	UGC Academic Staff College, Jawaharal Nehru University, Delhi, October 2012	National
20. 'Science Communication in Bangla'	6 <sup>th</sup> Science Communication Meet	Indian Science News Association , 2013	National
21. 'Representation of Cultural Plurality in Indian Television – Case Study of Selected Contemporary Hindi Serials'	6th International Seminar on Human Resource	Institute for Social Development and Research, Ranchi, Jharkhand on November 2014	International
22. 'Analysis of Diversity in Bengali Television Programmes: A Selected Case Study'	Media Diversity: Concept, Analyses, Policy	Jamia Millia Islamia, Centre for Culture, Media and Governance, New Delhi, on December 2014	International
23. 'Role of Media vis-à-vis the	Contemporary Media	Department of Mass	International



South Asian Countries in the Face of Globalization’	Scenario in South Asian Region	Communication, The University of Burdwan In Collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), on November 2014	nal
24. ‘Television & Health Awareness among Rural Schedule Caste People : A Study of Selected Villages of Rural Burdwan District in West Bengal	UGC sponsored 2 <sup>nd</sup> National Conference of ASC-JNU Alumni, ASCALCAON - 2014,	Academic Staff College Jawaharlal Nehru University, New Delhi, March, 2014	National
25. ‘Crime Reporting in Media: An analysis of Content Presentation and Impact’	8 <sup>th</sup> International Seminar on Crime: Factors & Solution	Ranchi, 2 <sup>nd</sup> -4 <sup>th</sup> October, 2015	International
26. ‘Political Participation and Empowerment of Women in the Panchyat Raj Institution: A Selected Case Study of Burdwan District of West Bengal ‘	ICSSR sponsored national seminar held in Center for Research Innovation & Training	University of Jaipur, 13-14 <sup>th</sup> March, 2015	National
27. ‘Journalism Write up and Style towards a Modern Journalism Practice : Role of Haris Chandra and Hindu Patriot’	7 <sup>th</sup> National Seminar on National Integration: Barriers and Remedies	Institute of Social Development & Research, Ranchi, 4 <sup>th</sup> – 6 <sup>th</sup> April, 2015	National
28. ‘Analytical Study of Media Convergence, Media Business & Media Sustainability’	International Conference on Communication for social Change & Development	Department of Mass Communication & Journalism, Himachal Pradesh University, Shimla, September 18-19, 2015	International
29. ‘GRAM SABHA: Democratizing Democracy: An Experience in West Bengal’	56 <sup>th</sup> All India Political Science Conference	Banaras Hindu University, 25-27 <sup>th</sup> October, 2015	National
30. Advertising & Slogan in Indian Elections : A Comparison of 20 <sup>th</sup> and 21 <sup>st</sup> Centaury	Election and Political Parties in South Asia : A 21 <sup>st</sup> Centaury Perspective	Department of Political Science, University of Kalyani, West Bengal & Research Committee23, IPSA ,December 2015	International
31. ‘Communication Structure in SARRC REGION: Issues, Challenges and Ideas, An Analysis in Post Globalization	International Seminar	Department of Political Science University of Gour Banga July 20 &	International

Period'	On 'Challenges to Indian Polity: Concepts and Issues'	21, 2017	
32. Diversity in Political Communication : A Discourse Analysis of Slogan Campaign since 1977 General Election	57 <sup>th</sup> All India Political Science Conference , 2017	Anna Center of Public Affairs, University of Madras, Chennai, Tamil Nadu	National
33. Discourses of Development Communication in Rural India	UGC Sponsored National Seminar on  Role of Communication: From Ancient Age to Digital Age	Derozio Memorial College, Affiliated by West Bengal State University, West Bengal, February 8th , 2017	National
34. 'Mobile based apps for Rural Health Communication'	1 <sup>st</sup> Southern Social Science Congress	Central Indian Council of Social Science Research, March 2017	National
35. 'Communication for Social Change – Role of Participatory Video'	Teaching & Researching the Community Media	UNESCO Chair on Community Media, department of Communication, University of Hyderabad , March 2017	International
36. Community Reporting and Community Media _ Dynamics of Participatory Journalism	Changes in Reporting & Community Media	UGC Sponsored national level Workshop , Organised by Department of Life Long Learning, University of Burdwan, May 2017	National
37. 'Convergence and Concentration – A New Media Ecology in Contemporary Global Media '	US Policy in South Asia in 21 <sup>st</sup> Century: A Paradigm Shift	Department of Political Science , Science College , Hinjilicut, Ganjam, Orissa , August 2017	National
38. 'Promotion of Rural Health Communication through Community Media – A Selected Experiences from India and Bangladesh '	INDO _ Bangladesh Relations in the 21 <sup>st</sup> Century	ICSSR, MAKIAS & ICWA, November, 2017	International
39. 'Issues , Approaches and Scope of Bengali Journalism in the Era of Social Media '	Bengali Journalism: Post Globalization Era'	University of Burdwan , Department of Mass Communication , November 2017	International
40. Diversity in Political Communication; A Discourse Analysis of Slogan Campaign Since 1971 General Election	57 <sup>th</sup> All India Political Science Conference	Indian Political Science Association , 15-17 November, 2017	National
41. Television, health Communication and Marginalized Groups : A Case Study from West Bengal	Media Studies: Pedagogic and Methodological Engagements	Center for Media Studies School of Social Sciences, JNU, New Delhi, March 2018	International

42. Political Communication and Gandhi: Revisiting 42	Revisiting 42	ICCR, Kolkata & Virasat Art and Association , January 2018	International
43. Cultural Plurality Vs Cultural Commuality- Representation of Conflict in Present Mass Media	21 Century : Sociological Observation	UGC and Burdwan Raj College and ANTATMUKh, February, 2018	International
44. Is Gramsabha a Paradigm of Participatory Approach in Rural Society? An Experiences from West Bengal	Panchayat & Rural Development :The Recent experience s in West Bengal,	Central for Studies in decentralization & Rural Reconstruction , Rabindra Bharati University, Kolkata, February 2018	National
45. Culture Communication & Cooperation in SAARC Region: Challenges & Idea	Media and Governance	University of Burdwan , Department of Mass Communication , March , 2018	National
46. Towards an Alternative paradigm of Education : Vocational Courses in Media Studies	Experimental Learning & Pedagogy on 150 <sup>th</sup> Birth Anniversary of Gandhiji	University of Burdwan, September 2018	National
47. Society social Changes and Education: Collective Aspects in Chicago	Chicago Speech delivered by Swami Vivekanada	University of Burdwan, September 2018	National
48. Reflection of Child Rights Issues in selected English Daily	Child Rights in Digital Age	Amity University ,MP, August 2018	International
49. Mapping of Indian Television in Regional Market	The State of Indian Language Journalism and Training	Indian Institute of Mass Communication (IIMC), New Delhi, Sponsored by  Indian Council of Social Sciences and Research (ICSSR), New Delhi, October 2018	National,
50. Political Communication and Political Culture through Slogan Warfare – Dynamics of Indian Democracy		Department of political Science Diamond Harbour Women’s University , November 2018	National
51. Theorizing Communication of Electoral Slogangs in Indian General Election Since 1989	Locating Democracy and Governance in Political Communication in Contemporary India	M. P. Institute of Social Science Research, Ujjain, January10-11, 2019	National
52. Extent of usefulness of television programme on health awareness	Asian Congress for Media & Communication, India	Centre for Journalism and Mass Communication,	International

among Rural schedule caste community in Bengal	Chapter's 2nd International Conference  On Media & Communication in Sustainable Development	Visva-Bharati, Santiniketan, India, February 11-13, 2019	
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### INVITED LECTURES / PAPERS CHAIRED A SESSION

	<i>Title of Lecture/ Academic Session</i>	<i>Title of Conference/ Seminar</i>	<i>Organised by</i>
1.	Language –Culture and Society – Local and Global Perspectives	Chaired a Session	Center for Studies in Local Language and Cultures , University of North Bengal , March 2019
2.	The Scopes, Issues and Approaches of Journalism Curriculum and Practices in Bengali Language in India	Invited Talk	Department of Mass Communication and Journalism, University of Dhaka, Bangladesh, March 2019.
3.	Political Participation in Grassroots PRIs – A New Paradigm of Women Empowerment in Rural Society (a guest speaker)	1st International Conference on Social Sciences and Law	University of Barishal campus, Barishal, Bangladesh, 15-16 March 2019
4.	Indian Parliament Election 2019-Contemporary Issues ( Invited Lecture)	Begum Rokeya University , Rangpur Bangladesh	18 <sup>th</sup> March, 2019
5.	Politicians, Audiences, and the Mediation of Political Communication in Coalition Politics	National seminar on Coalition Politics.	Department of Political Science, Ganjam College, Beherampur, Orissa , 21-22 February, 2019
6.	Identity Crisis - Society, Culture & Literature ( invited)	21 Century : Sociological Observation , International	UGC and Burdwan Raj College and ANTATMUKh, 12 <sup>th</sup> February, 2019
7.	Invited lecture on ' International News Flow: Media and Culture'	University level	department of Journalism and Mass Communication, Gurudas College, 5 <sup>th</sup> October, 2018 on
8.	Community Media : Scope and Prospects in Developing Countries	North Bengal University	September 2018
9.	Media and Society	SILIGURI COLLEGE, NBU	Organised by department of Journalism and Mass Communication
10.	Special Lecture , on ‘ Information Networking and Cultural Proximity’	University level	4 <sup>th</sup> and 5 <sup>th</sup> May, 2018 in the Department of Anthropology, Visva Bharati, Santiniketan.

1	ICT in Rural Development	University level	11 <sup>th</sup> May, 2018, Department of Mass Communication, North Bengal University, Siliguri.
12	Global Media Scenario in Post NWICO Period: Issues Ideas and Structure	University level	Kandra Radhakanta Kundu Mahavidyalaya, affiliated by the University of Burdwan 26 <sup>th</sup> August, 2017,
13	Resource Person – Notion of Development Communication in India	UGC Sponsored National Seminar on Role of Communication: From Ancient Age to Digital Age	Derozio Memorial College, Affiliated by West Bengal State University, West Bengal, February 8 <sup>th</sup> , 2017
14	Role of Information Network in Modern Society	Special lecturer for MA Part I students	Department of Library and Information Science, Gaur Banga University, Maldah, July 2017
15	Transition of Information Society to Knowledge Society in the Present Era	University level	8 <sup>th</sup> and 9 <sup>th</sup> June, 2018 in the Department of Library and Information science in the University of Gour Banga, Mokdampur, Maldah
16	Talk on 'issues and approaches of Folk Media in the Rural Society	National Level Talk Show	22 <sup>nd</sup> and 23 <sup>rd</sup> April, July, 2017 in the Department of Anthropology, Visva Bharati, Santiniketan
17	Resource person on Scope & Application of Public Relations in Contemporary Period	Special lecturer for BA Part I & Part II students	Vivekananda MahaVidyalaya, Burdwan, affiliated By University of Burdwan 2016
18	Speaker in a panel discussion in Science Communication	DST Govt. of West Bengal sponsored National Science Day	National Council for Science, Technology and Communication, Department of Science & Technology, December 2015
19	Resource person in Media Culture & Audience Analysis	Special Classes on Minor Elective in PG level	Maharajadhiraj Uday Chand Women's College, affiliated By University of Burdwan, Burdwan, 2016
20	Taken special lectures on Development Communication for	MA (1 <sup>st</sup> year) students for the department of Mass Communication,	North Bengal University, Siliguri, March 2010
21	Taken special lectures on Rural Communication	MA (1 <sup>st</sup> year) students for the department of Journalism & Mass Communication	Visva - Bharati, University, Santiniketan, on April & May, 2010

## RESEARCH GUIDANCE

<i>Degree</i>	<i>Awarded</i>	<i>Registered</i>
Ph D	01	01

## STUDENT RELATED CO-CURRICULAR, EXTENSION AND FIELD BASED ACTIVITIES

- i. Supervised a Community Outreach Programme for MA Semester IV students on Awareness of Swasthya Sathi Card in selected villages of Purba Burdwan District , 2017
- ii. Conducted Community Outreach Programme PG students on Awareness of Swasthya Sathi Card in selected villages of district Purba Burdhaman, 2018
- iii. Supervised a Community Outreach Programme for MA Semester IV students on Sanitary Hygiene for Adolescent Girls in selected villages of Hoogly District, 2019
- iv. Edited six Lab Journal- a. 150<sup>th</sup> Birth Anniversary of Gandhi-2018, b. Celebrating 125<sup>th</sup> Years of Chicago Speech by Swami Vivekananda -2018, c. Annual Cultural Programme Of University MUKTODHARA-2017, d. NAAC Peer Team visit in University -2016
- v. Convener 13<sup>th</sup> and 14<sup>th</sup> International Social Documentary Film festivals, Organized by Department of Information & Culture, Government of West Bengal on 2018 & 2019.
- vi. Coordinator of two days Invited Lecture by Prof. Rakesh Batabyal, Center of Media Studies, Jawaharlal Nehru University, New Delhi, on Research Methodology, January, 2019
- vii. Acted as a judge in a Poster Completion on *Harmony of Religions*, to commemorate the occasion of 125<sup>th</sup> Anniversary of Historical Chicago Speech delivered by Swami Vivekanada was held on, September , 2018
- viii. Coordinated Students Internship ( 2016- 2018, as an In-Charge of the Department) :
  - Birla Industrial & Technological Museum (BITM) Under the Ministry of Culture, Government of India ( Paid Internship)

- National Council of Rural Institutes, Hyderabad, Ministry of Human Resource & Development, Government of India ( Paid Internship)
- Office of District Magistrate, Purba Burdwan District, West Bengal
- Programme Promotion and Production division, All India Radio, Kolkata, (Paid Internship)
- Copy Editor in Health Beat in BARTAMAN, Bengali Newspaper, (Paid Internship)
- In an International NGO, South Asian Forum for Environment, SAFE ( Paid Internship)
- R PLUS, Satellite link 24 hours Bengali News Channel
- Public Relations Society in India, PRSI , ( Paid Internship)
- In an International NGO, ROTARY ( Paid Internship)
- E TV News, Hyderabad
- CALCALLING - YouTube ( Paid Internship)

### **CONTRIBUTION TO ACADEMIC AND ADMINISTRATIVE COMMITTEES AND RESPONSIBILITIES**

- i. Member, Syllabus Committee and Course Curriculum of West Bengal TELE ACADEMAY, Department of Information & Culture, Government of West Bengal
- ii. Convener, Media Promotion, 2<sup>nd</sup> Regional Science & Technical Congress ( Western region), Department of Science & Technology, DST, Govt of West Bengal ,2017
- iii. Acted as Resource Person in PG Diploma in Media Studies: Film & TV, University of Calcutta, Lectures on Television & Mass Communication, from 2008 to 2011
- iv. Acted as Resource Person in the Department of Development Communication, Roopkala Kendra under the Department of Information & Culture, Government of West Bengal, 2013-2015
- v. Member of Organizing Committee of Excellence Infinitum, organized by Industry Institute Partnership Cell, University of Burdwan on, September 2017 in the, University of Burdwan.
- vi. Joint Convener, MAKAIAS & UGC Sponsored International Conferences, on Contemporary Media Scenario in South Asian Region , November 2014
- vii. Joint Convener, UGC sponsored International Conference, 'Bengali Journalism: Post Globalization Era', 2017
- viii. Joint Convener, National Conference, on Media & Governance on March 2018
- ix. Member of the Executive Council (EC) , University of Burdwan, 2015-16
- x. Member of the Court, University of Burdwan, 2015-16
- xi. In-Charge Department of Mass Communication, University of Burdwan, September 2013-May 2018

- xii. Chairman, Post Graduate Board of Studies (PGBS) & Under Graduate Board of Studies (UGBS) , Department of Mass Communication, University of Burdwan, September 2013-May 2018
- xiii. Member in the Board of Study (BOS) of Community College Scheme, in Derozio College, selected by the Ministry of Human Resource Development , Government of India, 2016 onwards
- xiv. Member, Post Graduate Board of Studies (UGBS), Department of Mass Communication, University of Gaurbanga, Malda, since 2017
- xv. Member, Under Graduate Board of Studies (UGBS) , Department of Mass Communication, University of Gaurbanga, Malda, since 2015
- xvi. Member, Under Graduate Board of Studies (UGBS) , Kazi Nazrul University, Asansol, since 2016
- xvii. Member , Syllabus Committee, Kazi Nazrul University, Asansol, since 2016
- xviii. Member , Syllabus Committee, University of Gaurbanga, Maldah, since 2015  
Advisory Committee Member, PG Diploma in Media Studies: Film & TV, University of Calcutta, 2015-17
- xix. Taken Minor Electives classes of MA Semester III in Maharajadhiraj Uday Women's College , affiliated by the University of Burdwan, 2016
- xx. Member of the Forum for Communication & Media Studies, Jawaharlal Nehru University, (JNU) New Delhi, October, 2012

#### **PARTICIPATION IN WORKSHOP**

- I. Participated a Training programme on Public Relations Methodology for Academic under UGC sponsored University with Potential Excellence Scheme, in Jadavpur University, on March 2006
- II. Media Consultation and Workshop on Addressing Eradication of Polio organized by UNICEF during March 15-18, 2010
- III. Participated 1<sup>st</sup> JNU Colloquium on Communication, organized by Academic Staff College, Jawaharlal Nehru University, New Delhi, from 15 -19 October, 2012
- IV. Participated 2<sup>nd</sup> National Conference of ASC-JNU Alumni, UGS Sponsored ASCALCAON -2014 from 24 -28<sup>th</sup> March, 2014 organised by Academic Staff College Jawaharlal Nehru University, New Delhi



## ACADEMIC COURSE WORK

<i>Type of the Course</i>	<i>Name of the Course</i>	<i>Duration</i>	<i>Name of the University</i>
Orientation Course	-----	From 2/2/2008 to 24/2/2008	Jawaharlal Nehru University, New Delhi.
Refresher Course	Global Studies	From 8/4/13 to 3/5/13	Jawaharlal Nehru University, New Delhi.
Refresher Course	Women in Politics: family community and the state.	From 9/2/11 to 2/3/11	Jadavpur University.
Short term Workshop	National Foundation for Communal Harmony for Teachers	From 23/6/16 to 29/6/16	HRDC, University of Burdwan
Short-term Workshop	Academic Administrator	From 9/12/16 to 10/12/16	HRDC, University of Burdwan
Workshop	Career Counseling		Industry Institute Partnership Cell, University of Burdwan

## ORGANISED INNOVATIVE PROGRAMME

<i>Nature of Assignment</i>	<i>No</i>
No of Workshop/ Practical Training Programme Organised	08
No of Invited lecture Organised	06
No of Dissertation paper (MA) supervised	Approximately 45
Produced/ Directed AV Documentary	approximately 25

### ADDRESS FOR COMMUNICATION:

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#### B. Residence:

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*Kolkata -700036, West Bengal, India*