

## CURRICULUM VITAE

**Dr. SAPNA. M. S.**

Professor and Coordinator –Radio Manasa –Community Radio Station -UOM

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OFFICIAL COMMUNICATION	RESIDENTIAL COMMUNICATION
DOS in Journalism & Communication University of Mysore Manasagangotri, Mysuru– 570 006 Karnataka State, India Tel:0821- 2419510 (0) Mobile: 9845485234 E-mail: <a href="mailto:splashsapna@gmail.com">splashsapna@gmail.com</a>	#880, II Stage Vinaya Marga Siddarthanagar Mysore – 570 011

DOB	GENDER	NATIONALITY
June 12, 1979	Female	Indian

ACADEMIC QUALIFICATIONS		
COURSE	YEAR	SUBJECTS
Bachelor of Arts (B.A)	1999	Public Administration, English Literature & Journalism
Master of Arts (B.A)	2001	Journalism & Mass Communication
Doctor of Philosophy (Ph.D)	2010	Journalism & Mass Communication

ACADEMIC ACHIEVEMENTS	
1.	I Rank in M. A., 4 Gold Medals, 3 Cash Prizes
2.	VIII Rank in B. A., 2 Cash Prizes
3.	Certified trainer of FACTSHALA-Google.org.in to conduct training

<b>ACADEMIC &amp; ADMISISTRATIVE EXPERIENCES</b>	
<b>SUBJECTS</b>	<b>Electronic Media, Reporting Corporate Communication Environmental Journalism Community and Media Social Media Studies</b>
<b>TEACHING EXPERIENCES</b>	Worked as Guest Lecturer in Mahajana College and JSS Women's College, Mysuru
<b>RESEARCH GUIDANCE</b>	<b>10 Awarded Successfully</b> Guiding 4 students for PhD (Presently working)
<b>ADMINISTRATIVE EXPERIENCES</b>	<ol style="list-style-type: none"> <li>1. Faculty Advisor, PG Ladies Hostel (Old Wing), University of Mysore, Mysuru. (6 Years)</li> <li>2. Member, Core Committee, University of Mysore, Mysuru (2<sup>nd</sup> Year)</li> <li>3. BOS member, Dept of Communication and Journalism UOM (Till Date)</li> <li>4. Member, BOS, JSS Women's College Mysore.</li> <li>5. BOE Chairperson, DOS in MCJSS</li> </ol>

<b>ACADEMIC CONTRIBUTIONS</b>	
1.	Writing Articles for National Dailies
2.	Freelancing for Times of India (By lines 80 in number till date)
3.	Have been making documentaries for the students in the department on various issues related to health, environment, social concerns, news reading and so on

<b>ACADEMIC PARTICIPATIONS</b>	
1.	Presented a Paper on " <b>Health Communication</b> " at Madurai Kamaraja University, March 21 to 23, 2004.
2.	Attended a Refresher Course on " <b>New Media and its Challenges</b> " at Bangalore University, Bangalore March 16 to April 6, 2005.

3.	Attended a National Seminar on ' <b>Environmental Concerns &amp; Media</b> ' at Mangalore University on 3 & 4 Mar, 2005.
4.	Participated in the National Seminar (UGC Sponsored) on ' <b>Media for the Mass/Media for the Market</b> ' NMSM Govt. College Kalpatta, Kerala, Nov 21 – 23, 2005.
5.	Participated in the National Seminar ' <b>Quest for Quality &amp; Excellence in Higher Education</b> ' organized by Besant's Womens' College, Mangalore, Feb 14 & 15 2006.
6.	Participated in the National Seminar on ' <b>Environment &amp; Media</b> ' Mangalore Univresity, Mar 21 & 22, 2006.
7.	Resource Person for the National Seminar on ' <b>Media and Human Development</b> ' organized by AMIC-India, Mysore, Sept 16&17, 2006.
8.	Participated in the Refresher Course on ' <b>Emerging Trends in Media</b> ', ASC Shimla HP University Dec 11 – 30, 2006.
9.	Participated in National Seminar ' <b>Regional Press in India – New Era New Challenges</b> ' conducted by University of Pune, DOS in Communication from Feb 12-14, 2007.
10.	Presented a paper on ' <b>Media &amp; Farmers</b> ' at the National Seminar conducted by Journalism Department, Punjab University, Patiala, March 11-14, 2007
11.	Presented a paper on ' <b>Private News Channels in India</b> ', at the National Seminar conducted by Pudicherry Media Forum , Pudicherry July 14-15, 2007
12.	Participated in an International conference, organized by Bangalore university on ' <b>Indian Theatre and West</b> ', Jan 24-26 <sup>th</sup> 2008
13.	Presented a paper on ' <b>Learning Technology For Journalism</b> ', in a national seminar organized by St Xavier's college( UGC sponsored) Goa, Jan 18-19, 2008
14.	Presented a paper On Coverage of ' <b>Environmental Issues in Print Media</b> , in a national seminar ( UGC sponsored) at Varanasi, Feb 1-3 2008.
15.	Presented a paper on ' <b>Community Radio As a Development Catalyst</b> , in the national seminar organized by MICCI and FDS in Mysore, march 7-8 2008.

16.	Resource person. for the programe oragnised by RIE in Mysore, on <b>Career Opportunities in Journalism</b> . March 1. 2008 .
17.	Participated in the workshop on <b>Breaking News v\s News that Break, the role of media</b> , Organised by PRCI, Bangalore Chapter, March 26 <sup>th</sup> , 2008
18.	Presented a paper on <b>Parallel cinema in India</b> , at the national seminar at pondicherry , july 12-13, 2008.
19.	Presented a paper on <b>Prime Time Crime</b> , at the national seminar at Archarya Nargarjuna University, Mar 15-17, 2009 Guntur, Andrapradesh.
20.	Participated in the PRO active global meet on the <b>role of PR and Corporate Communications</b> with special emphasis on social issues, conducted by Public Relation Council of India. APRIL 3-4, 2009, Bangalore.
21.	Presented a research paper on <b>Internal Communication strategies</b> , in international seminar, puducherry, July 18.19.2009.
22.	Participated in the regional seminar organized by MICCI and FES India, on <b>Role of RTI and Media</b> , aug 12-13, Mysore.
23.	Participated in the one day faculty development program on <b>Data Analysis Using SPSS 17.0</b> , on 14 <sup>th</sup> Sep 2009, Organized by Statistics Dpmt Uom.
24.	Participated in the national seminar on the topic <b>“Role of Media Educators”</b> organized by the department of Communication, Dharwad University, Dharwad, Karnataka on Jan 29-30, 2010.
25.	Presented a paper on the topic <b>“Crime related programs on Television”</b> at the national seminar held on Jan 21-22, 2010, organized by the dept of Electronic Media and Mass Communication , Pondicherry University, Pondicherry.
26.	Presented a paper on the Topic <b>“Media and Human Rights”</b> , at the national seminar on Media, Education and Development, Organized by the dept of Communication, Manonmaniam Sundarnar University, Thirunveli Tamilnadu on feb 26.27.2010.
27.	Presented a paper on the Topic <b>“Challenges and Role of Media Educators”</b> at the national seminar conducted by NMKRV and Karnataka Journalism and Communication Teachers Association at

	Bangalore, on 10 April 2010.
28.	Presented a paper on the topic, <b>CSR in Public and Private organizations, A Case study of Karnataka</b> , at Archarya Institute of Media Studies, April 16-17, 2010.
29.	Presented a paper on the topic, <b>Paid News—Sale of Fourth Estate</b> , at the UGC sponsored National seminar at SDM, PG department of Media Studies, , Ujire, Mangalore. Oct 26-27, 2010.
30.	Presented a paper on the <b>Topic What ails Indian Media, - Corporate or Political Influence</b> , at the national seminar conducted by Periyar University, Salem, Tamil nadu, Nov 21-22, 2010.
31.	Presented a paper on the topic, <b>Media intervention for the empowerment of DNT's</b> , at the national conference conducted by the Dept of Social Inclusive and exclusive , University of Mysore, on Dec 23-24, 2010.
32.	Presented a Paper on <b>Women in the Corporate Sector</b> , at the National Seminar organized by the Women's study Centre and CSIE, University of Mysore on March 22-23, 2011.
33.	Presented Paper on <b>New Media and Environmental Issues</b> at the National seminar Organized by the Dept .of Communication, Bangalore University, March 16-17, 2011
34.	Presented Paper on <b>Impact of Social Networking Sites on Students of UOM</b> , in international seminar, Organized by Calcutta university, Kolkata , on 9 <sup>th</sup> Jan 2012
35.	Presented a paper on <b>New media and News Channels</b> at the UGC sponsored 2 day National Seminar at Surendranath College, Kolkata On 11-12, 2012
36.	Presented a paper on Coverage of Women Issues in National Daily, at the National Seminar <b>Gender Discrimination in Media</b> Organized by MICCI and Write for development at Mahajan College on 25-26 , Jan 2012.s
37.	Presented a paper on <b>Mobilizing Public Opinion through Social networking sites- A Case study of NDTV</b> at the 2 day UGC sponsored at Sri Padmavathi Women's University, Tirupathi.on Feb 9-10, 2012
38.	Presented a research Paper on <b>Community Radio in Distance Education – A case Study of Gyanvani Mysore</b> , at the national

	seminar held in MSU university Thirunelveli , Tamilnadu Feb 17-18 2012.
39.	Presented a research paper on <b>Social media and social issues</b> at the 2day UGC sponsored National seminar in Besant Collage held on Dec 13-14 , 2012 at Mangalore .
40.	Participated in the one day work shop on <b>Media and Grass root level Administration</b> , conducted by Journalist Association of Mysore , and Zilla Parishad , Mysore city on 23 , Dec 2012 in Mysore .
41.	Participated in the One day Workshop on <b>Crime Against Women- A review</b> , conducted by Karnataka State Women’s Commission on 10 Jan 2013 , in Bangalore.
42.	Presented a research Paper on the topic “ <b>New Paradigms- Social media in Nation Building</b> “ at the 2 day National Level conference conducted by ICSSR and Communication Department at Tezpur University on 30-31, Jan 2013 .
43.	Presented a paper on the topic <b>Tribal Women and Media</b> , at the national seminar Organized by Karnataka Tribal Development Authority , on Feb 7-8 , 2013 at CIIL, Mysore .
44.	Presented research paper on the topic <b>Women reports and Media</b> at the national conference on women’s Day celebration organized by the department of Law, University of Banglore on March 16, 2013.
45.	Presented a research paper on the topic <b>New Media and its challenges</b> among Youth ,at the National Seminar Organized by ICSSR and Dept of Media studies at Thirthankara University, Nanded , Maharastra Oct 11-13, 2013
46.	Presented A paper on the topic <b>Smart class Room in the present education system</b> , At the International seminar Organised by Ohio University in association with Mahila University Tirupathi, 20-22 <sup>nd</sup> Nov, 2013.
47.	Presented a paper <b>Regulation of government on News channels and its content at the UGC sponsored state level Seminar on Electronic Media –Dimensions and Impact on youth – Oct 7<sup>th</sup> 2014</b> . JSS Womens College
48.	Presented a paper on <b>Government regulations on Social Media at 2 day national workshop on Social Media, Democracy and Pluralism</b> , Organized by MICCI( India ) and Write for Media in association

	<b>with Garden city College , Nov 14, 2014.</b>
49.	Participated in a one day workshop conducted by <b>PRCI</b> and <b>Information and Broadcasting Ministry , GOK on Radio Program Production</b> On Feb , 25 <sup>TH</sup> Bangalore 2015 .
50.	Presented a Research Paper on <b>Sanitation and health : Role of Media</b> at the Media Educators Conference – April 2-4, at Rajasthan University Jaipur, 2015
51.	Changing Media, Changing Audience: Revitalizing Theories of Production, Promotion and Active Audience Changing Media, Changing Audience: Revitalizing Theories of Production, Promotion and Active Audience, Content Analysis of Tweets by Indian Politicians, Savitribai Phule Pune University, Pune, , Feb- 26-27, 2015
52.	<b>Media Challenges in the Age of Globalization and Digitization, Cyber Laws related to News Reporting, St.Joseph’s College, Bangalore, Nov 27-28 2014</b>
53.	<b>Media Activism, Political Communication-New Trends, Makhanlal Chaturvedi University, Bhopal, Nov 2014</b>
54.	Presented a paper titled, <b>Status of Working women journalists in india- A case study of Bangalore City</b> at the International conference organized by IMRF- <b>March 3-5, 2016 Goa</b>
55.	Presented a paper titled- <b>Gender sensitization in Indian media</b> – A two day national conference organized by Government of Karnataka and Law Department , University of Mysore, Mysore – <b>March 28-29, 2016</b>
56.	Presented a paper on <b>Role of Women Journalists for the Development of Society : A Case Study of Khabar Lahriya</b> at the 2 day national seminar on Empowering Women through skill development – Challenges and Opportunities Organized by Centre of study of social exclusion and Inclusion policy and National; Commission for Women( New Delhi) – <b>July 1-2, 2016</b>
57.	Invited Speaker at the National Conference titled <b>Law, Ethics and Media</b> , organized by the Garden City College, Bangalore University- <b>Sept- 22, 2016</b>
58.	Invited speaker at the national conference on <b>SOCIAL MEDIA AND LAW-</b> by Makhanlal Chaturvedi National University, Bhopal – <b>Oct 24-25, 2016.</b>

59.	Presented a paper on <b>Social Media and Public Participation</b> at the 40 <sup>th</sup> , Indian Social Science Congress – Hosted by University of Mysore, Mysore , Dec <b>19-23rd -2016</b> .
60.	Presented a research paper titled <b>Audience participation in Development of content in CR</b> . at the national conference organized by Savitri Pule University, Pune – <b>March 5-7, 2017</b> , Pune.
61.	Presented a research paper on “ <b>Health Communication and Social Media</b> ” at the National Conference , organized by Manipal School of Communication-, Manipal, <b>March 24-25 , 2017</b> .
62.	Presented a paper at the international conference on <b>Tibetan Culture</b> , at AMIC , Manila, <b>Sept 27-30 , 2017</b> .
63.	Presented a paper on Karnataka Serials and its cultural impact at the National Conference on <b>Historicizing Indian Television</b> , held on <b>March 4-6 , 2018</b> , at Savithri Phule Univesrity , Puna .
64.	Presented a resercach paper at the international conference organized by Institute of Shastri Candian, India ( ISCI) at NewDelhi, May 27-29 <sup>th</sup> , 2018 on Community Development and Media.
65.	Attended a 10 days <b>GIAN program on Gender</b> at Savithri Phule University, Pune Aug 30-Sep 10 <sup>th</sup> , 2018
66.	Presented a research paper at the International Conference at KIIT, Bhubaneswar , on the theme , <b>Social Media and Tibetan Culture</b> , Oct <b>22-24<sup>th</sup> , 2018</b> .
67.	Moderated a panel discussion at the National Seminar on <b>Gender and Media</b> . Organized by Reva University , Banglore <b>March 15, 2019</b> .
68.	Presented a research paper on <b>Development of Women : Role of Community Radio</b> at Amity University , Dubai , <b>June 17-19 , 2019</b> .

<b>ACADEMIC PUBLICATIONS</b>	
1.	“Health Education in India” (Co-Author), <a href="http://www.Whatisindia.com">www.Whatisindia.com</a> , Bangalore, February 2005.
2.	“Training for Careers in Journalism” (Co-Author), <a href="http://www.Whatisindia.com">www.Whatisindia.com</a> , Bangalore, March 2005.



3.	Article published in the book titled 'Radio and Television in India' 2007 on the topic, Private news channels in India, brought out by Pudicherry Media Forum
4.	Article published in the book titled 'Art of Cinema, 2008 brought out by Pudicherry Media Forum
5.	Research article published on Trends of Internal Communication, in Communication Today, Media journal, Jaipur University 2008. Rajasthan.
6.	Article published in the book titled 'Art of Advertisement, 2009 brought out by Pudicherry Media Forum.
7.	Research article published on Social Media as a tool ,in Communication Today, 2010 June Media Journal , Jaipur University Rajasthan.
8.	Research Article on Human Rights and Citizen Journalism in India with special reference to blogging, July 2010, in The journal of Media Studies , in refereed Journal, by Department of Communication Manonmaniam Sundarnar University , Tirunelveli.
9.	Research Article on Social Networking Sites(SNS) . A study and its impact on students of University of Mysore , Published in Media Journal, Issues of Journalistic Ethics and freedom in Contemporary age of Digital Media , By Calcutta University . Jan -2012
10.	Article published on Media in Maldives , in Communication today, Jan-Mar 2012, Jaipur University , Rajasthan.
11.	Research article on Influence of Outdoor Advertising on public – A study in Mysore city –Published in Communication Today 2013
12.	Article on Digitization of Indian Newspaper-Opportunities and Challenges by Mumbai University . May , 2014
13.	Article published in Intellectual Resonance on New media and its Impact on Political Communication in DCAC, Journal of Interdisciplinary studies Vol 2- Issue 3, June 2014
14.	Research Article on Globalization and Media Management in India – Published in International Journal of Management and Social Science Research Review Vol-1, Issue 3 Sept 2014
15.	Research Article on Media Management in India: An empirical study with reference to globalization in International Journal of Management

	and social Science Research review – Vol 1 Issue 4 Oct 2014
16.	Research Article titled CSR IN Indian Scenario: A case study of TATA and GMR companies in International Journal of Contemporary Research in Social Sciences- Nov -2014 issue
17.	Research article titled Environmental Issues in CSR – a case study o Philips and ITC group of companies - ICRJMSS- Vol 1- Issue 3 June 2015
18.	Research article titled Effectiveness of social media use in Marketing of Indian films- A Conceptual Framework - ICRJMSS- Vol 1- ISSUE 3 June -2015
19.	Marketing Trends in Kannada Film Industry – Communication Today – ISSN-0975-217X. Jan- June 2015, Rajasthan University .
20.	Research paper titled Hyderabad Karnataka Development-An Evaluation – Published by EPRA Journals – Thirchy , VOL-4 Issue 3, March 2016
21.	Research Paper Published in IMRF journals , titled Status of Working women in electronic Media – A case study of Bangalore City- ISSN-2395-0544, Vol 2 issue 1 , 2016
22.	Electronic Media Management in India: An Empirical Study, International Journal of logistics and supply chain management perspectives, volume 3, number 3: 1109- 1114, E-ISSN-2319-9040-6746, ISSN-2319-9032 (Print).( 2016)
23.	Globalization and Media Management in India: An Empirical Study, International Journal of English language, Literature and Humanities, Volume II Issue V: 537- 549, E-ISSN – 2321 - 7065.(2016)
24.	The International Journal of Humanities & Social Studies (ISSN 2321 - 9203), Role of Public Service Announcements and Effectiveness of Media in Communication of Three Social Programs, Vol 4 Issue 1, January, 2016. Pp 143-145.
25.	The International Journal of Humanities & Social Studies (ISSN 2321 - 9203), Effectiveness of Public Service Advertisements in Communicating Development Messages: An Evaluation in Rural Area, Vol 4 Issue 1 January, 2016 pp-146-14

<b>OTHER PUBLICATIONS</b>			
<b>SL. NO.</b>	<b>TITLE</b>	<b>AUTHOR</b>	<b>JOURNAL ISSUED DATE</b>
1.	FILM MARKETING IN INDIA: AN OVER VIEW	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.15, SEP - 2015.
2.	EFFECTIVENESS OF SOCIAL MEDIA USE IN MARKETING OF INDIAN FILMS: A CONCEPTUAL FRAMEWORK	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL CONTEMPORARY RESEARCH JOURNAL IN MANAGEMENT AND SOCIAL SCIENCE (ICRJMS) VOLUME 1 ISSUE 3 JUNE 2015
3.	CRITICAL ANALYSIS ON HISTORY OF KANNADA CINEMA	DR. M.S.SAPNA M. PRABHUDEV	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES. VOLIME-3 ISSUE-7 SEP-2015
4.	APPLICATION OF FILM MARKETING TOOLS IN KANNADA FILM INDUSTRY: AN EMPIRICAL ANALYSIS	M.PRABHUDEV, DR.M.S.SAPNA,	INTERNATIONAL JOURNAL OF TREND IN RESEARCH AND DEVELOPMENT, VOLUME 4(2), ISSN: 2394-9333, WWW.IJTRD.COM
5.	CRITICAL STUDY ON HISTORY OF INTERNATIONAL CINEMA	DR. M.S.SAPNA M. PRABHUDEV	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES. VOLIME-3 ISSUE-7 SEP-2015
6.	HISTORY OF INDIAN CINEMA	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL JOURNAL OF BUSINESS AND ADMINISTRATION RESEARCH REVIEW, VOL. 2, ISSUE.11, JULY - SEP, 2015.
7.	ROLE OF PUBLIC SERVICE ANNOUNCEMENTS AND EFFECTIVENESS OF MEDIA IN COMMUNICATION OF THREE SOCIAL PROGRAMS	DR. SAPNA M. S. NAVEEN N.	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES (ISSN 2321 - 9203) VOL 4 ISSUE 1 JANUARY, 2016
8.	EFFECTIVENESS OF PUBLIC SERVICE ADVERTISEMENTS IN COMMUNICATING DEVELOPMENT MESSAGES: AN EVALUATION IN RURAL AREA	DR. SAPNA M. S. NAVEEN N.	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES (ISSN 2321 - 9203) VOL 4 ISSUE 1 JANUARY, 2016
9.	GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EXPLORATION	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.3, SEP - 2014.

MEDIA MANAGEMENT IN INDIA IN THE NEW MILLENNIUM: AN OVERVIEW	DR. SAPNA M. S. MS. C.A.RADHIKA	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES VOLUME II, ISSUE V, SEPTEMBER 2014 - ISSN 2321-7065
MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY WITH REFERENCE TO GLOBALIZATION	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.4, OCT - 2014.
GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES VOLUME II, ISSUE V, SEPTEMBER 2014 - ISSN 2321-7065
PARTICIPATION OF WOMEN IN DEVELOPMENT OF COMMUNITY RADIO	DR. SAPNA.M.S , RAKESH.C	INTERNATIONAL JOURNAL OF MEDIA, JOURNALISM AND MASS COMMUNICATIONS (IJMJC) VOLUME 5, ISSUE 3, 2019, PP 37-44 ISSN 2454-9479

<b>RESPONSIBILITIES IN THE UNIVERSITY</b>	
1.	Warden, P.G. Ladies Hostel ( 2003- 2009)
2.	Member Core Committee
3.	Member, BOS , Communication & Journalism
4.	Member , UGC, Excellence Committee, UOM
5.	Member, Faculty of Arts .
6.	Member Convocation Committee, Media Relations
7.	Member, BOE, Diploma in Film studies , UOM
8.	Member, Core Committee, University of Potential Excellence. Humanities.
9.	Chairperson, BOE DOS in Communication and Journalism , UOM , Mysore
10.	BOE External for Mangalore University
11.	BOE, Dept of Communication and Journalism, St.Philomena's College, Mysore
12.	BOE, Dept of Communication and Journalism, NMKRV College, Bangalore
13.	Coordinator – Diploma IN Film Direction – University of Mysore - Dec 2016- till date
14.	Member- Advisory Committee – Community Radio Station- University of Mysore 2017

<b>OTHER MEMBERSHIP</b>	
1.	<b>Member Public Relations Council of India (PRCI), Bangalore</b>
2.	<b>Secretary, PRCI , Mysore Chapter (2011-13)</b>
3.	<b>Member , NIPM , Mysore Chapter</b>
4.	<b>Vice-President, PRCI- Mysore chapter Jan 2016- till date</b>
5.	<b>Chairman, Young Communicators Club- Mysore Chapter -2016</b>
6.	<b>Karnataka State Head, YCC- 2018 appointed by PRCI</b>
7.	<b>Member –AMIC Media Professional Body ( 2015-till date)</b>
8.	<b>Member – IAMCR , Media Research and Professional Body(2016-till date)</b>

<b>AWARDS AND RECOGNITION</b>	
1.	Selected by Rotary International for the <b>GSE (Group Study Exchange Program)</b> as a delegate to <b>Brazil</b> , as a cultural ambassador for 4 weeks. (May 2007)
2.	Awarded As the Best Secretary by <b>PRCI (Public Relations Council of India)</b> 2008, Bangalore, for Mysore Chapter.
3.	Recipient of <b>Sir M.V. Vishweshwaraiah Global Leadership Award , 2012</b> , for excellence in Education by <b>Gulbarga University</b> Gulbarga and <b>ACHEMS</b> , Karnataka Chapter , June , 2012
4.	Recipient of Best Women in education field – Award conferred on the occasion of Women Day , <b>March 8-2016</b> by <b>SPI, Mysore</b> . Socialist progressive women group , Mysore Chapter .
5.	Recipient of <b>Indo Sri Lankan fellowship</b> June 2018 to visit Press Institute in Colombo , develop Syllabus and conduct classes
6.	Awarded the <b>BEST MEDIA EDUCATOR 2018</b> - Assistant Professor Category , New Delhi -, Nov 2018

7.	Awarded Aameeya Award -2021 BY Public Relations Council of India – March -2021
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<b>RESOURCE PERSON</b>	
1.	Conducted Workshop for <b>Corporate Mangers in KPCL</b> , Bangalore on Internal Communication
2.	Training programs for Communication Faculties on <b>New Trends in Communication Education</b>
3.	<b>Visiting Faculty</b> at Various Colleges of Journalism
4.	Conducted Short Term workshop for <b>Reporters , Script Writers and Announcers.</b>
5.	Day Workshop Conducted under UGC-UPE, on <b>social development and Video editing for students and Journalism Teachers ., April 21-24, 2015.</b>
6.	Invited speaker at the one day workshop organized by Law dept, University of Mysore on <b>Human rights and Media , March 16, 2016..</b>
7.	Invited speaker at the 2 day program , organized by Gubbi gudu cultural Forum and Kannada Dept on Films of Nagabahrana, theme- <b>Children portrayal in Nagabharana Films – Sept- 27-28, 2015, Mysore</b>
8.	Resource person for <b>Karnataka Police Academy ( KPA)</b> to train police trainees ( Sub-Inspectors) and on the job police officials on Communication aspects . <b>Aug- 2016</b>
9.	Resource Person for <b>Karnataka Police Academy ( KPA)</b> , to address the Dy SPs of the state on Communication Trends and Media on <b>Nov – 25-30 th , 2016., Mysore</b>
10.	Resource Person for <b>Karnataka Police Academy ( KPA)</b> , to address the Sub Inspectors of the Karnataka State Police –May 20 <sup>th</sup> -2017
11.	Resource person at the 3 day workshop for Wardens of BACKWARD HOSTEL in Mysore District . Theme <b>Organizational communication in Government sector, 12-15<sup>th</sup> July 2017</b>
12.	Resource person for ALL INDIA SPEECH AND HEARING 1 workshop on <b>Writing for public education materials</b> for content developers on <b>27<sup>th</sup> July-2017. Mysore</b>
13.	Resource person at ASC in Mysore University 2018 for MEd teachers Oct 2018

14.	Moderator at the National seminar on MEDIA AND GENDER – March 2019, REVA University, Bangalore .
15.	Resource Person at Karnataka State Polytechnic Institute, Arekere , Mandya for 10 day training program , <b>Aug 1 , 2019</b>
16.	Invited as Subject Expert by Administrative Training Institute for selection of faculty <b>Oct 1, 2019</b>
17.	<b>Invited Resource Person at Administrative Training Institute for Information officers and Women department . GOK . Training on Prohibition of Indecent Representation of Women in Media” on 24th to 26th - February - 2020.</b>
18.	Invited Resource Person at Administrative Training Institute( Disaster Management ) to address officials of Karnataka State on Broadcast Media during Disaster – <b>Dec 16<sup>th</sup>- 2020</b>
19.	Invited Resource Person at Administrative Training Institute( Women studies ) to speak on Misrepresentation of Women in Media on Feb 12 <sup>th</sup> - 2021

### COUNTRIES VISITED

1.	<b>Brazil</b> as a GSE member ( <b>1 MONTH</b> )
2.	Visiting Faculty at <b>Maldives National University</b> , Male, Maldives for 5 months
3.	Conducted a 3 day training for Journalists in Colombo on Social media and content Generation , May 25-27, 2014., <b>Srilanka.</b>

### PROJECTS UNDERTAKEN

1.	<b>Member for SAP</b> – project on Tribal and Media , <b>UGC</b>
2.	<b>UNESCO</b> projects in association with MNBC, Maldives has a trainer for working journalists
3.	Coordinator for Media relations in India for <b>MNBC, Male’ Maldives .</b>

4.	Working on a Minor project titled – Audience Perception on Community Radio Programs- A study in Karnataka State – <b>UGC-UPE Project</b> – 2017 ( Completed)
5.	Working on the MEDIA AND POLICE COMMUNICATION , a <b>PMEB project</b> , UOM ( Completed)
6.	Coordinator of <b>UNICEF project</b> worth 9.5 lakhs related to ADOLESCENTS REPORTING IN KARNATAKA , <b>2018-19 ( Ongoing)</b>

**Books Published ;**

- 1. Corporate Communication- Text Book – Published by Notion Press , Chennai – Dec 2020.**