



CURRICULUM VITAE OF PROFESSOR

UNIVERSITY/ INSTITUTION: University of Mysore, Karnataka State.

1) Name **Prof.B.P.Mahesha Chandra Guru**

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bpmcguru1957@gmail.com

2) Educational Qualification

Gradation & above	Subject	Class	Year	University
B.A	Journalism, Economics, Criminology	II Class	1978	University of Mysore
M.A.	Journalism and Mass Communication	II Class	1980	University of Mysore
Ph.D.	Journalism and Mass Communication	-	1999	Mangalore University

Subject taught with specializations:

- Development Communication
- Corporate Communication/Public Relations
- Media Research
- Media Management

3) Date of Birth

Month	Date	Year
January	31	1957

4) Positions held

	From	To	Institution
Reporter/Sub-Editor	1980	1982	PANCHAMA, Fortnightly
Research Associates	1982	1984	National Institute of Rural Development, Hyderabad.
Asst. Director (Public Relations)	1984	1986	Indian Standards Institution, Chandigarh.
Lecturer	1986	1989	Bangalore University
Reader(Direct)	1989	1999	Mangalore University
Professor (CAS)	1999	till date	University of Mysore

5) Research Publications: 89 (Eighty Nine only)

a) National Journals	71 (Seventy One)
b) International Journals	18 (Eighteen)

List of Publications

1. *“Role of Communication in Adult Education”*, Communicator, Vol.No.xxvi(3), September 1991, Indian Institute of Mass Communication New Delhi.
2. *“Relevance of Journalistic Thought and Contribution of Dr.B.R.Ambedkar”*, Commemorative Volume on National Seminar Papers on Dr.B.R.Ambedkar, Ministry of Welfare, Government of India, New Delhi, 1991.
3. *“Dalitaru Mattu Samooha Madhyamagalu”*, Maanavika Karnataka, Kannada Quarterly of the University of Mysore, Vol.No.22 (2,3,4), Prasaranga, Mysore, 1992.
4. *“Pathrika Prapancha: Dr. B.R. Ambedkar Drusthikona”*, Maanavika Karnataka, Kannada Quarterly of University of Mysore, Vol.No.23 (1&2), Prasaranga, Mysore 1993.
5. *“Language Journalism Education as an Instrument of Development”*, Commemorative Volume, National seminar papers on Current Trends in Journalism and Communication Education, Department of Communication and Journalism, Osmania University, Hyderabad, 1993.
6. *“Education in Public Relations: Indian Perspective”*, Commemorative Volume, National Seminar papers on Public Relations, Education and Training, Published by Dr. C.V.Narasimha Reddy, Sharada, 8-3-978/4, Srinagar Colony, Hyderabad, 1994.
7. *“Status, Problems and Future of Language Press in India”*, Commemorative Vol.xxx (4), October – December 1995, Indian Institute of Mass Communication, New Delhi.
8. *“Ambedkar and Journalism”*, In Studies in Ambedkar (Ed), V.K.Patil, New Delhi, India: Devika Publishers, 1995.
9. *“Women and Mass Media: Indian Scenario”*, Communicator, Vol.xxxl (1), January – March 1996, Indian Institute of Mass Communication New Delhi.
10. *“Women and Mass Media: Indian Scenario”*, Third Concept, Vol.No.10 (109), March 1996, New Delhi.

11. *"Rural Press in India: Evolution and Significance"*, P.R.Link Special Issue, May 1996, Public Relations Society of India, Mangalore – Manipal Chapter, Mangalore.
12. *"Moegling: The Founding Father of Kannada Press"*, Communicator, Vol.xxxi (3), July – September 1996, Indian Institute of Mass Communication, New Delhi.
13. *"Vernacular Media Education: Indian Perspective"*, (Co-author), Commemorative Volume, International Seminar Papers on Strengthening Journalism Education in South Asia, College of Mass Communication and Media arts, Southern Illinois University, Carbondale, USA, 1997.
14. *"Communal Harmony: Public Relations Perspective"*, Third Concept, Vol.11 (128,129) November 1997, New Delhi.
15. *"Rural Development and Communication Management"*, In Mass Communication and Development (Ed), Baldevraj Gupta, Varanasi, India. Vishvavidyalaya Prakashan, 1997.
16. *"Ambedkar as a Journalist"*, Communicator Vol.xxxii (2), April – June 1997, Indian Institute of Mass Communication, New Delhi.
17. *"Ethics in Public Relations"*, P.R.Link, Vol.11, 1998, Public Relations Society of India, Mangalore – Manipal Chapter, Mangalore.
18. *"TV Makes Spectacular Inroads"*, Communicator, Vol.xxxiii (4), October – December 1998, Indian Institute of Mass Communication, New Delhi.
19. *"Intellectual Property Rights: Indian Scenario"*, (Co-author) Third Concept, Vol.13 (144), February 1999, New Delhi.
20. *"Future of Higher Education in India"*, Third Concept, Vol.13 (149) July 1999, New Delhi.
21. *"CD-ROM is Reliable and Permanent"*, (Co-author) Communicator, Vol.xxxiv (1) January – March 1999, Indian Institute of Mass Communication, New Delhi.
22. *"Science for National Development"*, Third Concept, Vol. 14 (159,160) May – June 2000, New Delhi.
23. *"Future of Higher Education in India"*, In Vision 21st Century (Ed), K.Anantha Rama Rao, Vidya Publishing House, Mangalore, India, 2000.
24. *"Communication Strategies for Effective Family Counseling"*, Communication Today, Vol 5 (04), Oct – Dec, 2002, Pulitzer Institute of Communication Studies and Research, Jaipur, India.

25. “*New Communication Technologies in Education*”, March of Karnataka Vol.40 (12), December 2002, Information Department, and Government of Karnataka, Bangalore.
26. “*From Internet to Hypernet*”, March of Karnataka Vol.40 (04) April 2003, Information Department, Government of Karnataka, Bangalore.
27. “*Soap Operas of Balaji Telefilms: An analysis with reference to Gender Justice*”, (Co-author) Journal of Communication Studies, Vol.2 (01) Spring, January – March 2003, Makhanal Chaturvedi National Journalism University, Bhopal.
28. “*Rural Press in Karnataka State: An Evaluation*”, Journal of Communication Studies, Vol 2 (4) Hemant (Winter) Oct–Dec, 2003 Makhanlal Chaturvedi National Journalism University, Bhopal.
29. “*Role of Media in Dairy Development*” (Co-Author) March of Karnataka Vol.43 (01), January 2005, Information Department, and Government of Karnataka, Bangalore.
30. “*The Impact of Karnataka State Government Advertisements on People*”, (Co-Author), Journal of Communication Studies, Vol 3 (4) Shishir (Winter) Oct – Dec 2004, Makhanlal Chaturvedi National Journalism University, Bhopal.
31. “*Health Education in India*” (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
32. “*Media Intervention for Dairy Development in Karnataka: An Evaluation*”, (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
33. “*Journalism Education: A Quality Perspective*”, (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
34. “*The Impact of Karnataka State Government Advertisements: An Evaluation*”, (Co-Author), www.whatisindia.com, Bangalore, March 2005.
35. “*Training for Careers in Journalism*” (Co-Author), www.whatisindia.com, Bangalore, March 2005.
36. “National Media Policy in India: Dr. B.R. Ambedkar’s Perspective”, (ed) Dr. Vishwanath, “*Ambedkar and India’s Socio-Economic Scenario*”, Dr. B.R. Ambedkar Study Centre, Mangalore University, India.
37. “Role of Propaganda in National Development”, *Communication Today*, Vol. 10 (04), Oct - Dec, 2007, Pulitzer Institute of Communication Studies and Research, Jaipur, India.

38. Political Propaganda in Indian and Yemeni Republics-A Comparative Analysis, Journal of Communication, May, 2008, Karnatak University, Dharwad, India.
39. Dr.B.R.Ambedkar Avara Baduku, Horata Mattu Vicharagala Prastutate, Prasaranga, 2009, Karnataka Viswavidyalaya, Dharawada, India.
40. Academic Library Management in India: Challenges and Opportunities, International Conference on Academic Libraries, University of Delhi, India, October 2009.
41. Contribution of Dr.Ambedkar to Social Freedom (Co-Author), Yojana, 27(1), August, 2010.
42. Scholarly Communication in Indian University Libraries (Co-Author) Indian Journal of Library and Information Science, 4(3) September-December, 2010, pp.217-222.
43. Rajarshi Nalvadi Krishna Raja Wodeyar: The Founder of Mysore University, Suvarna Manasa, Special Souvenir, 2011, University of Mysore, Mysore, pp.09-14.
44. The Role of Media in the Protection of Child Rights: A Perspective, Proceedings of One Day National Conference on Media and Human Rights: The Global Scenario, Karnataka State Higher Education Council and Center for Communication Programmes, Tumkur University, Bangalore, November 23, 2011, pp.73-81.
45. Television and Adolescence (Co-Author) *Communication Today*, 14(2-3): 72-81.
46. Evolution of Media Education in India (Co-Author) Shikshanashashtra Vishaya Viswakosha, Vol-1, Karnataka State Open University, Mysore, India, pp.471-476.
47. Corporate Strategic Advertising Management : An Empirical Study, Proceedings of the National Conference on 'Innovation and Research in Commerce and Management, Sri Siddhartha Institute of Business Management, Tumkur, Karnataka, September 28, 2012.
48. Financial Inclusion and Inclusive Growth: A Case Study of Gandhian Model of Development Communication, Proceedings of the two day ICSSR Sponsored National Conference on 'Financial Inclusion in India: Issues and Challenges', Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore, Mysore, October 9-10, 2012.

49. Application of Social Media for Rural Development in India: A Perspective, Proceedings of the two day National Seminar on 'Social Media Initiatives for Rural Development: Strategies and Approaches', National Institute of Rural Development, Hyderabad, November 1-2, 2012.
50. Application of New Media in Customer Relationship Management: A Perspective, Proceedings of the National Conference on 'Business Innovation and Technology Management', Karnataka State Higher Education Council and Tumkur University, Bangalore, November 3, 2012.
51. Grassroots Development Communication Management, Proceedings of the National Conference on 'Innovative Practices in Management' Shridevi Institute of Engineering Technology, Tumkur, November 9, 2012.
52. Information Science and Technology for Scholarly Communication: Indian Experience, Proceedings of the National Seminar on 'Recent Trends in Information Technology and Animation, Visual Effects and Gaming, Centre for Information Science and Technology (CIST), University of Mysore, November 9-10, 2012.
53. Financial Inclusion and Inclusive Growth: A Case Study of Gandhian Model of Development Communication, (Eds) Siddaraju, V.G and Ramesh (2012) Financial Inclusion in India: Issues and Challenges, Gyan Publishing House, New Delhi.
54. Scholarly Communication in the New Millennium: A Perspective, (Eds) Sadasivamurthy, P, Shivalingaiah, D, Sangam, S.L, Keshava and Sampath Kumar, B.T (2012) Content Management in Networked Environment, Department of Studies and Research in Library and Information Science and Centre for Rural Social Documentation, Tumkur University, Tumkur.
55. Application of Social Media for Agricultural Development', (Eds) Siddaraju, V.G and Ramesh (2013) Inclusive Agricultural Development: New Dimensions, APH Publishing Corporation, New Delhi.
56. Communication for Development: Indian Experience, Proceedings of the National Seminar on 'News and Views in the Convergence Era: Challenges and Opportunities, Department of Mass Communication and Journalism, Karnataka University and Karnataka Media Academy, Dharwad, January 28-29, 2013.
57. Social Media for Tribal Development in India, Proceedings of the National Seminar on 'Tribal Health in India: Issues and Challenges, Karnataka State Tribal Research Institute, Mysore, Karnataka, India, February 11-12, 2013.

58. Communication for Integrated Rural Development in India, Proceedings of the National Seminar on “Journalism and Society” organized by Shri Dharmasthala Manjunatheshwara College (Autonomous), Ujire, D.K, Karnataka, India, March 1-2, 2013.
59. Application of Social Media for Rural Development in India: A Perspective, *Journal of Development and Social Change*, 9(2):56-61, ISSN 2231-0991, Mysore, Karnataka, India.
60. Child Rights Protection: A Media Perspective, *Journal of Development and Social Change*, 9(2):62-70, ISSN 2231-0991, Mysore, Karnataka, India.
61. Corporate Communication in Karnataka State: An Empirical Study, *International Journal of Functional Management*, 2(3):56-60, ISSN No.2319-1406.
62. Corporate Communication in Karnataka State: An Empirical Study, *International Journal of Current Research*, April 2013.
63. Role of Corporate Communication in Reputation Management, *International Journal of Humanities and Social Sciences*, 3(2): 109-121, ISSN 2250-3226.
64. Grassroots Level Development Communication Management, Proceedings of the National Conference on ‘Innovative Practices in Management’, Himalaya Publishing House Pvt. Ltd., Mumbai, ISBN:978-93-5097-624-1.
65. Impact of Corporate Advertising – An Empirical Study with Reference to Karnataka State, India, *Acme Intellects International Journal of Research in Management*, ISSN 2320-2929 (Print), ISSN 2320-2793 (online), 2(2):1-9.
66. Role of Television in Child Development (Co-author, *Research Journal of Humanities and Social Sciences (RJHSS)*, (Print ISSN 0975-6795), 4(2):264-270.
67. Corporate Communication for Organizational Management: A Perspective, *Global Journal of Commerce and Management Perspective*, July-August, 2(4): 121-126, ISSN: 2319-7285.
68. New Media for Customer Relationship Management: A Comparative Study, *ideas & ideologies (i&i) e journal*, An Interdisciplinary Journal of Humanities and Social Sciences, 1(4): 1-13, ISSN: 2320-7744.
69. Corporate Communication in Public and Private Undertakings: A Comparative Study, *ideas & ideologies (i&i) e journal*, An Interdisciplinary Journal of Humanities and Social Sciences, 1(4): 1-17, ISSN: 2320-7744.

70. Corporate Communication System, Process and Practices of Public and Private Undertakings in Karnataka State: An Empirical Study, *International Journal of Current Research*, 5(09): 1-9, ISSN: 0975-833X.
71. Contemporary Journalism and Professional Ethics, Prof.A.S.Balasubramanya, Felicitation Committee Commemorative Volume, Karnataka University, Dharwad, ISBN: 978-93-83090-83-9.
72. Corporate Reputation Management: An Advertising Perspective, *Paripex-Indian Journal of Research*, 3(4): 60-62, ISSN-2250-1991.
73. Rashtriya Uchchar Shiksha Abhiyan for the Empowerment of Marginalized Sections: An Analysis, (eds) Dinesha, PT and Ramesh, Higher Education: Between Quality and Reservation, Kalpaz Publications, New Delhi, pp94-103, ISBN: 978-93-51280-50-7.
74. Social Media for Natural Disaster Management, (eds) Bhaskar Hegde and Hampesh K.S, *Social Networking Media – Boon or Bane?* Manjushri Printers, Ujire, India, pp.29-32, ISBN:978-81-926593-0-5.
75. In Race to Success – Facebook: A Branding Forum for Budding Entrepreneurship, (eds) Bhaskar Hegde and Hampesh K.S, *Social Networking Media – Boon or Bane?* Manjushri Printers, Ujire, India, pp.176-178, ISBN: 978-81-926593-0-5.
76. Internet Usage Among the College Students of Karnataka State: An Empirical Study, *International Journal of Contemporary Research in Social Science*, May, 1:71-77, ISSN: 2349-0195.
77. Role of Cooperatives in the Empowerment of Women: An Empirical Study, *International Journal of Contemporary Research in Social Science*, May, 1: 78-83, ISSN: 2349-0195.
78. New Media Initiatives for Grassroots Development in Karnataka: A Perspective, *Media Matters*, 3(1):47-50, October 2013, ISSN: 2249-2542.
79. Corporate Advertising Management in the New Millennium: An Empirical Study in Karnataka State, *International Journal of Applied Services Marketing Perspectives*,2(4):582-586,October-December 2013, ISSN:2279-0985.
80. Corporate Communication in Public and Private Corporate Houses of Karnataka State: An Empirical Study, *International Journal of Entrepreneurship and Business Environment Perspectives*, 2(4):613-620, October-December 2013, ISSN:2279-0926.
81. Customer Relationship Management: An Empirical Study of New Media Intervention in Iranian and Indian Corporate Houses, *International Journal of*

- Logistics and Supply Chain Management Perspectives*, 2(4):695-701, October-December 2013, ISSN:2319-9040.
82. Grassroots Development Communication: A Factor Analysis, *International Journal of Trade and Global Business Perspectives*, 2(4):603-607, October-December 2013, ISSN: 2319-9067.
83. Media Management in India in the New Millennium: An Overview, *IJELLH International Journal of English Language, Literature and Humanities*, 2(5) : 481-505, September 2014, ISSN 2321-7065.
84. Globalization and Media Management in India: An Empirical Study, *IJELLH International Journal of English Language, Literature and Humanities*, 2(5) : 537-549, September 2014, ISSN 2321-7065.
85. Print Media Management in India : An Empirical Study, *International Journal of Applied Services Marketing Perspectives*,3(3):1047-1051,July-September 2014, ISSN:2279-0985.
86. Electronic Media Management in India : An Empirical Study, *International Journal of Logistics and Supply Chain Management Perspectives*, 3(3):1109-1114, July-September 2014, ISSN:2319-9040.
87. New Media Management in India : An Empirical Study, *International Journal of Information Technology and Computer Sciences Perspective*, 3(3):1059-1063 July-September 2014, ISSN: 2319-9024.
88. Corporate Advertising and Communication Management in India : An Empirical Study, *International Journal of Trade and Global Business Perspectives*, 3(3):1138-1144, July-September 2014, ISSN: 2319-9067.
89. Globalization and media management in India : An Exploration, *International Journal of Management and Social Science Research Review*, 1(3): 124-137, September 2014,ISSN – 2349-6738.
90. Media Management in India: An Empirical Study with reference to Globalization, *International Journal of Management and Social Science Research Review*, 1(4): 95-101, October 2014, ISSN 2349-6738.

National Conferences	List Enclosed for Details
National	81 (National)
International	23 (International)

6. Details of Participation in Conferences

1. Presented a paper on "*Mass Communication Research in India: A Survey of the Status*", in collaboration with K. Puttaraju, Reader, at the UGC National Workshop on "*Communication Research and Training*", conducted by the Department of Communication and Journalism, Osmania University, Hyderabad, March 5 – 10, 1990.
2. Presented a paper on "*The Relevance of Journalistic Thought and Contribution of Dr. B.R. Ambedkar*", at the National Seminar on "*Bharath Rathna Dr. B.R. Ambedkar*", organized by the Ministry of Welfare, Government of India, New Delhi, April 15, 1991.
3. Presented a paper on "*Language Journalism Education as an Instrument of Development: Indian Perspective*", in collaboration with K. Puttaraju, Reader, at the National Seminar on "*Current Trends in Journalism and Communication Education in Indian Languages*", jointly organized by the Commonwealth Association for Education in Journalism and Department of Communication and Journalism, Osmania University, Hyderabad, February 20 – 21, 1993.
4. Presented a paper on "*Education in Public Relations: Indian Perspective*", in collaboration with K. Puttaraju, Reader, at the National Seminar on "*Public Relations and Training in India*", jointly organized by the UGC and the Department of Communication and Journalism, Osmania University, Hyderabad, October 9 – 10, 1993.
5. Participated in the workshop on "*Media Relations*", organized by the Public Relations Society of India, Mangalore – Manipal Chapter in Mangalore, August 19, 1995.
6. Presented a paper on "*Rural Press in Karnataka: An Evaluation*", at the UGC National Seminar on "*Communication, New Media and Grassroots Development*", jointly organized by the UGC and the Department of Communication and Journalism, PSG college of Arts and Science, Bharathiar University, Coimbatore, December 20 – 21, 1996.
7. Participated in the "*Part Time Trainers Training Programmes in Adult Learning Methodology*", organized by Environmental Training Institute – DANIDA, Bangalore, in Mysore, December 9 – 13, 1996.
8. Presented a paper on "*Vernacular Media Education in India*", in collaboration with K.V. Nagaraj, Professor, at the conference on "*Strengthening Journalism Education in South Asia*", organised by Southern Illinois University, USA in Colombo, January 2 – 4, 1997.
9. Presented a paper on "*City Magazines in India*", at the National Seminar on "*50 Years in Indian Magazines*", jointly organized by the Department of Mass Communication and Journalism, Karnataka University and ICCTR at Dharwad, February 6 – 8, 1998.
10. Participated in Workshop on "*Video – Production*", jointly organized by the Public Relations Society of India, Mangalore – Manipal Chapter, Sandesh

Cultural Foundation and Department Mass Communication and Journalism, Mangalore, January 27 – 28, 1998.

11. Participated in All India Conference on “*Library Automation*”, organized by SHON Romar Technologies, Pvt. Ltd., Pune in Khandala, October 30 – 31, 1998.
12. Participated as a Resource Person and delivered a lecture on ‘*Media Intervention for Sustainable Development*’, in Workshop on “*Application of Science and Technology for Sustainable Development*”, jointly organized by UNESCO and Mangalore University, Mangala Gangothri, December 27 – 28, 1999.
13. Participated as Resource Person and delivered a lecture on ‘*Roll of Mass Media in National Development*’, in regional workshop DIURNA – 2000 on “*Mass Media and National Development*”, organized by Baldwin Women’s Methodist College, Bangalore. December 2, 2000.
14. Participated as a Resource Person and delivered a lecture on ‘*Future Strategies and Information Department*’, in regional seminar on “*Impact and Development Programmes*”, published by Karnataka State Information Department jointly organized by Department of Information, Government of Karnataka and AVRC, University of Mysore, Manasagangothri, December 20, 2000.
15. Participated as a Resource Person and delivered a lecture on “*Impact of Karnataka State Government Advertisements on People*”, in regional seminar jointly organized by Department of Information, Government of Karnataka and DOS in Journalism and Mass Communication, University of Mysore, September 16, 2001.
16. Participated as a Resource Person and delivered a lecture on ‘*Mass Media and Public Opinion*’, in regional workshop DIURNA 2001 on “*Mass Media and Empowerment of Women*”, organized by Baldwin Women’s Methodist College, Bangalore, October 6, 2001.
17. Participated as a Resource Person and delivered a lecture on ‘*Women and Media: An Overview*’, in regional seminar on “*Women and Media: Challenges and Opportunities*”, jointly organized by Directorate of Field Publicity, Government of India and DOS in Journalism and Mass Communication, University of Mysore, Manasagangothri, October 31, 2001.
18. Presented a paper on ‘*Grassroots Development Communication System in Karnataka State*’, at the National Seminar on “*Changing Media Scope in India*”, jointly organized by the Department of Mass Communication and Journalism, Mangalore University and UGC at Mangalore, January 21 – 22, 2002.
19. Presented a paper on “*New Communication Technologies in Education and in Development*”, at the National Seminar jointly organized by Department of Mass Communication and Journalism, Karnatak University, ICCTR and Karnataka State Journalism Teachers Association at Dharwad, March 2, 2002.
20. Participated as a Resource Person and delivered a lecture on ‘*Kannada Film Industry*’, in regional seminar and Film Festival MAYA – 2003 jointly organized by DOS in Journalism and Mass Communication, University of Mysore and Mysore Film and Cultural Society, February 27, 2003.
21. Participated as a Resource Person and delivered a lecture on ‘*Media and Social Responsibility*’, jointly organized by Netaji Centenary Celebrations

- Committee, Mysore and DOS in Journalism and Mass Communication, Mysore University, April 10, 2003.
22. Participated in an International Seminar on “*Communication for Global Peace*”, jointly organized by International Public Relations Association and Public Relations Society of India at Bangalore, April 28 – 30, 2003.
 23. Presented a paper on “*Training for Careers in Mass Communication / Journalism: An Indian Perspective*”, in collaboration with Ms. Sapna M S, faculty member, DOS in Communication and Journalism, University of Mysore at the National Seminar jointly organized by NMKRV College for Women and Karnataka State Journalism and Communication Teachers Association, Bangalore, Feb 4 – 5, 2004.
 24. Presented a paper on “Mass Communication / Journalism Education in India: A Perspective for Qualitative Learning Methods” in collaboration with Ms. Madhura Veena M L, UGC Junior Research Fellow, DOS in Communication and Journalism, University of Mysore at the National Seminar jointly organized by NMKRV College for Women and Karnataka State Journalism and Communication Teachers Association, Bangalore, Feb 4 – 5, 2004.
 25. Presented a paper on Health For All In India: A Communication Perspective at the National Seminar on “Recasting Communication Strategy to Health for All in India” organized by the Dept. of Communication, School of Information and Communication Studies, Madurai Kamaraj University, Madurai, March 25 – 26, 2004.
 26. Presented a paper on ‘Health Education in India’ in collaboration with Ms. Sapna M S and Ms. Madhura Veena M L, Lecturer and UGC Junior Research Fellow respectively, DOS in Communication and Journalism, University of Mysore at the National Seminar on “Recasting Communication Strategy to Health for All in India” organized by the Dept. of Communication, School of Information and Communication Studies, Madurai Kamaraj University, Madurai, March 25 – 26, 2004.
 27. Participated in National Seminar on “Intellectual Property Rights – A Public Awareness Programme” organized by the DOS in Law, University of Mysore, August 28 & 29, 2004.
 28. Participated in the workshop on Intellectual Property Rights, jointly organized by the IPR Cell, University of Mysore and National Law School of India, Manasagangotri, Mysore, January 15-16, 2005
 29. Participated in South India Regional Workshop on “Human Trafficking: Challenges Ahead” jointly organized by Odanadi, Mysore & ATSEC – India, Mysore, November 23 & 24, 2004.
 30. Participated in National Workshop on “Intellectual Property Rights” jointly organized by the University of Mysore and National Law School of India University, Mysore, January 15 & 16, 2005.
 31. Participated in National Seminar on “Environmental Concerns and Media” organized by Mangalore University, Mangalore Feb 14 & 15, 2005.
 32. Presented a paper on “National Media Policy : Dr. B.R. Ambedkar’s Perspective” in the National Seminar on “Ambedkar and India’s Socio-Economic Scenario”, organized by Dr. B.R. Ambedkar’s Study Centre, Mangalore University, September 04-05, 2005.
 33. Presented a paper on “Women in the 21st Century Media” in the National Seminar on “Women Empowerment”, organized by Dr. B.R. Ambedkar

Research and Extension Centre, University of Mysore, Manasagangotri, March 17-19, 2008.

34. Presented a Paper on “An Evaluation of Communication Parameters and Practices of Non-Governmental Organisations in Karnataka State, in the National Seminar on Triology of Non-Governmental Organisations, Community Engagement and Development Ethos, Institute of Development Studies, University of Mysore, Manasagangotri, December 12-13, 2008.
35. Presented a Paper on “Role of National Service Scheme in Rain Water Harvesting, in the National Workshop on Rooftop Rainwater Harvesting and Groundwater Recharge” Organised by the Department of Studies in Geology, University of Mysore, Manasagangotri, February 20-21, 2009.
36. Presented a Paper on “Empowerment of Dalits: Swamy Vivekananda’s Perspectives” Organised by the Department of Studies in Philosophy, University of Mysore, Manasagangotri. November 13-14, 2009.
37. Presented a Paper on “Academic Library Management in India: Challenges and Opportunities”, in the International Conference on Academic Libraries, Organised by Delhi University, October 05-08, 2009.
38. Participated as Resource Person in Training Programme for AYUSH Doctors under National Rural Health Mission held at Hassan during February 15-19, 2010 and Delivered Lectures on Personality Development.
39. Participated and Chaired a session in the National Seminar on ‘Economic Development and Socio-Cultural Change in the Era of Globalisation’ organized by Society for Indian Medical Anthropology, Mysore on March 25-27, 2010.
40. Presented a Paper on “Dr.B.R.Ambedkar: The Legendary Journalistic Missionary in India”, in the National Seminar on “Journalism in India: From Mission to Profession – 1947 to 2010, organized by the University of Mumbai, Mumbai, November 18-19, 2010.
41. Presented a Paper on “Media Intervention for the Empowerment of De-notified Tribes of India”, in the National Seminar on ‘Ethno-historical Development of De-notified Tribes (DNTs): Issues and Prospects’, jointly organized by Centre for the Study of Social Exclusion and Inclusive Policy and Department of Studies in History, University of Mysore, Manasagangotri, December 23-24, 2010.
42. Presented a Paper on “Exposure of Children to Video Games in Karnataka: An Empirical Study” in the Sixth International Multi-Disciplinary Conference: Knowledge in New Millennium, Organised by U.I.S.I.A, January 14-15, 2011, Mysore, India.
43. Participated as the Chairperson of the Technical Session at UGC Sponsored National Conference on New Media and National Development, Organised by Department of Post Graduate Studies and Research in Communication, Bangalore University, Bangalore, March 18-19, 2011.
44. Participated as the Chairperson of the Technical Session at National Conference on Women and Work: Policies Towards Economic Inclusion, Jointly Organised by Centre for Women’s Studies and Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore, Mysore, March 21-22, 2011.
45. Participated as a Resource Person in the panel Discussion at UGC sponsored National Seminar on Gender and Human Rights: The Role of Media,

- organized by the Department of Journalism and Mass Communication, Karnataka State Women's University, Bijapur, March 26-27, 2011.
46. Presented a Paper in the Regional Seminar on 'Indian Journalism: Dr.B.R.Ambedkar's Perspective', Jointly Organised by Field Marshal K.M.Kariappa First Grade College, Dr.B.R.Ambedkar Studies and Research Centre, Karnataka State Open University and ICSR, Madikeri, April 02, 2011.
 47. Participated as a Resource Person in the UGC sponsored Regional Seminar on the Contemporary Relevance of Dr.B.R.Ambedkar and Presented a Paper on the Journalistic Contributions of Dr.B.R.Ambedkar jointly organized by Dr.B.R.Ambedkar Studies Centre, J.S.S. Maha Vidya Peeta, Mysore and JSS Women's College, Kollegala at Kollegala, April 7-8, 2011.
 48. Presented a Paper in the UGC Sponsored National Seminar on "Dr.Ambedkar's Vision of Social Upliftment – Emerging Challenges and Strategies" Organised by Dr.Ambedkar Studies Centre, Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore, Tamil Nadu, August 18, 2011.
 49. Presented a Paper on 'Health Interventions for Sustainable Development in India: A Perspective' and Chaired a Technical Session in the National Conference on 'Multilevel Interventions for Health Care: Framing New Inclusive Health Policies' organized by the Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore and Indian Council of Medical Research, Mysore, September 8-9, 2011.
 50. Presented a Paper on 'The Role of Media in the Protection of Child Rights: A Perspective' in the National Conference on Media and Human Rights: The Global Scenario, jointly organized by Karnataka State Higher Education Council and Center for Communication Programmes, Tumkur University, Bengaluru, November 23, 2011.
 51. Presented a Paper on 'Glocalisation of Communication for Grassroots Development: A Factor Analysis, in the International Conference on 'Glocal Communication', organised by Public Relations Council of India, Bengaluru, November 26, 2011.
 52. Participated as a Resource Person in the National Integration Camp on 'Youth for National Unity' jointly organized by State NSS Cell, Dept of Youth Services, Government of Karnataka, NSS Cell, Bangalore University and Government First Grade College, Chikkaballapur and delivered a special lecture on 'NSS and National Integration', December 03, 2011, Chikkaballapur, Karnataka.
 53. Presented a paper on 'Media Intervention for Prevention and Rehabilitation of Missing Girls and Women' jointly organized by Karnataka State Commission for Women and Centre for the Study of Social Exclusion and Inclusive Policy, Mysore, January 23-24, 2012.
 54. Participated as a Resource Person in the National Integration Camp jointly organized by State NSS Cell, Dept of Youth Services, Government of Karnataka, NSS Cell, Department of Youth Services, Department of Collegiate Education and Government Science College, Hassan and delivered a special lecture on 'Role of NSS in Communal Harmony and National Integration' January 25, 2012, Hassan, Karnataka.
 55. Participated as a Resource Person and delivered lectures on 'Use of Language in Print and Electronic Media' for the Doctoral and Post Doctoral Research

- Scholars of National Testing Service-India, January 18 and 27, 2012, Central Institute of Indian Languages, Mysore, Karnataka.
56. Presented a paper on 'Role of Media in Cultural Heritage and Eco Tourism – A Perspective' in the XIth International Conference on Environment, Tourism and Development, jointly organized by the Department of Studies in Geography, University of Mysore and Deccan Geographical Society of India, Manasagangotri, Mysore, Karnataka, February 22-24, 2012.
 57. Presented a paper on 'Politics of Social Exclusion and Inclusion in India: A Perspective in the UGC-SAP National Seminar on 'Politics in India with Special Reference to Social Exclusion' organized by the Department of Studies in Political Science, University of Mysore, Karnataka, February 28-29, 2012.
 58. Presented a paper on 'Media Intervention for the Empowerment of Indigenous People' in the Two Day National Seminar on 'Impact of Developmental Activities on Indigenous People' jointly organized by the ICSSR and Department of Sociology, Mangalore University, Mangalagangotri, Karnataka, March 30-31, 2012.
 59. Presented a paper on 'Role of Communication in Development: An Indian Perspective', in the two day National Seminar on State, Society and Development Dilemma, organized by the Department of Post-Graduate Studies and Research in Sociology, Jnana Sahyadri, Shimoga, Karnataka, April 10-11, 2012.
 60. Participated as the Chairperson of the Technical Session at ICSSR Sponsored National Policy Conference on Social Exclusion in India: Self Governance, Development Politics and Autonomy Movements, Organised by the Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore, Karnataka, Mysore, August 22-23, 2012.
 61. Presented a paper on 'Corporate Strategic Advertising management: An Empirical Study' and chaired a session in the One Day National Conference on 'Innovation and Research in Commerce and Management', Organized by Sri Siddhartha Institute of Business Management, Tumkur, Karnataka, September 28, 2012.
 62. Participated as an Organiser in the Prakriti 2012 – A National Festival of Indian Documentary Films on "Environment, Development and Human Rights" Organised by Consortium for Educational Communication, UGC, New Delhi, Educational Multimedia Research Centre and DOS in Communication and Journalism, University of Mysore, Manasagangotri, Mysore, Karnataka, October 3-5, 2012.
 63. Presented a paper on 'Financial Inclusion and Inclusive Growth: A Case Study of Gandhian Model of Development Communication', in the ICSSR Sponsored Two Day National Conference on 'Financial Inclusion in India: Issues and Challenges, Organised by Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore, Karnataka, Mysore, October 9-10, 2012.
 64. Presented a Paper on 'Development of Dalits in the Post-Independence Era' in the ICSSR Sponsored National Seminar on "Discrimination and Social Exclusion: Development Experience of Dalits in India", Organized by the Centre for Study of Social Exclusion and Inclusive Policy, Mangalore University, Mangalagangotri, October 18 and 19, 2012.

65. Presented a Paper on ‘Application of Social Media for Rural Development’ and Chaired a Session in the National Seminar on ‘Social Media Interventions for Rural Development: Strategies and Approaches, Organised by the National Institute of Rural Development, Hyderabad, November 1-2, 2012.
66. Presented a Paper on ‘Application of New Media for Customer Relationship Management’, in the National Conference on ‘Business Innovation and Technology Management’, Organised by the Karnataka State Higher Education Council and Tumkur University, Bangalore, November 3, 2012.
67. Presented a Paper on ‘Grassroots Development Communication Management’ in the one day National Seminar on ‘Innovative Practices in Management’ Organised by Shridevi Institute of Engineering and Technology, Tumkur, Karnataka, November 9, 2012.
68. Presented a Paper on ‘Information Science and Technology for Scholarly Communication: Indian Experience’ and chaired a technical session organized by Centre for Information Science and Technology (CIST), University of Mysore, November 9-10, 2012.
69. Presented a Paper on ‘Media Intervention for Inclusive Development of Dalits: Dr.B.R.Ambedkar’s Perspective’, in the National Seminar on ‘Dalit Development and Inclusive Growth: Issues and Prospects’, organized by Dr.B.R.Ambedkar Research and Extension Centre, University of Mysore, November 26-28, 2012.
70. Presented a Paper on ‘Social Media for Agricultural Development in India: A Perspective’, in the UGC-National seminar on ‘Agricultural Innovations and Mass Media Approaches’ organized by the Department of Journalism and Mass Communication, Acharya Nagarjuna University, Nagarjuna Nagar, India, November 29-30, 2012.
71. Presented a Paper on ‘Scholarly Communication in the New Millennium: A Perspective’ in the International Conference on ‘Content Management in Networked Environment: Jointly organized by the Department of Studies and Research in Library and Information Science and Centre for Rural Social Documentation, Tumkur University, Tumkur, India, December 3-4, 2012.
72. Presented a Paper on ‘Media Intervention for Sustainable Rural Development: An Inclusive Approach’, in the UGC Sponsored National Conference on “Sustainable Rural Development with Inclusive Approach”, Organized by Department of Geography, Shri Shiv Chatrapati College, Pune, December 5, 2012.
73. Presented a paper on ‘Scholarly Communication and Knowledge Management in the New Millennium, in the International Conference on ‘Knowledge Management and Organization in the Digital Era’ organized by the Sri Siddaganga Arts, Science and Commerce College for Women, Tumkur, Karnataka, India, January 17-19, 2013.
74. Presented a paper on ‘Role of Television in Child Development’ in the National Seminar on “News and Views in the Convergence Era: Challenges and Opportunities” and chaired a technical session, jointly organized by the Department of Mass Communication and Journalism and Karnataka Media Academy, Dharwad, Karnataka, India, January 28-29, 2013.
75. Presented a paper on ‘Application of Social Media for Agricultural Development’ in the ICSSR sponsored National Conference on “Inclusive Agricultural Growth in India: Issues and Challenges, organized by the Centre

- for Study of Social Exclusion and Inclusive Policy’, University of Mysore, Karnataka, India, January 30-31, 2013.
76. Presented a Paper on ‘Social Media for Tribal Development in India’ in the National Seminar on ‘Tribal Health in India: Issues and Challenges’, Organised by the Karnataka State Tribal Research Institute, Mysore, Karnataka, India, February 11-12, 2013.
 77. Presented a Paper on ‘Human Rights: Rights of Marginalized Communities’ in the UGC sponsored national seminar on ‘Human Rights: Issues and Challenges’, organised by Basudev Somani College, Mysore, Karnataka, India, February 22, 2013.
 78. Presented a Paper on ‘Communication for Integrated Rural Development in India’ in the National Seminar on “Journalism and Society organized by Shri Dharmasthala Manjunatheshwara College (Autonomous), Ujire, D.K, Karnataka, India, March 1-2, 2013.
 79. Presented a paper on ‘Bhakti Parampare – Samajika Parivartane Iti-Mitigalu, in the Regional Seminar on Santa Shiromani Ravidasa, Jointly Organised by Dr.Babu Jagajeevanaram Studies, Research and Extension Centre, and NSS Unit of Evening College of Mysore University, Manasagangotri, March 16, 2013.
 80. Presented a paper on ‘Attitude of Adolescents Towards Television Viewing: An Empirical Study’, in the National Seminar on ‘Recent Trends in Broadcast Journalism, Organised by Electronic Media, Karnatak University, Dharwad, April 5-6, 2013.
 81. Presented a paper on ‘Role of Television in Tribal Development: A Case Study of JDCP’, and chaired a session in the National Seminar on ‘Recent Trends in Broadcast Journalism, Organised by Electronic Media, Karnatak University, Dharwad, April 5-6, 2013.
 82. Presented a paper on ‘Role of Media in Controlling Crime in the University Level Seminar Organized by the Department of Criminology, Psychology, Communication and Journalism, K.R.Pet, Karnataka, April 26, 2013.
 83. Presented a paper on ‘Educational Empowerment of Women: Dr.B.R.Ambedkar’s Perspective, in the National Seminar on ‘Dr.B.R.Ambedkar’s Philosophy on Depressed Classes, organised by Babasaheb Dr. B.R.Ambedkar Study and Research Centre, Bangalore University, Bangalore, April 29-30, 2013.
 84. Presented a Paper on ‘Challenges of Sustainable Development in India’ in the National Conference on Green Entrepreneurship and Sustainable Development, Organised by Acharya Bangalore B-School, Bangalore, May 04, 2013.
 85. Presented a Paper on ‘Social Media for Inclusive Development’, in the National Seminar on Current Development Trends: Issues and Concern and chaired a session, Organised by the Government First Grade College, Krishnarajapete, Karnataka, May 07, 2013.
 86. Presented a Paper on ‘Rashtriya Uchchar Shiksha Abhiyan for the Empowerment of Marginalized Sections: An Analysis and Chaired a Technical Session’ in the National Conference on ‘Inclusive Higher Education and Marginalized Sections: Dynamics and Discourses, jointly organized by Indian Council of Social Science Research, New Delhi and Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore, Manasagangotri, August 1-2, 2013.

87. Presented a paper on 'Challenges before Dalits in the Age of Globalization' in the National Seminar on 'Karnataka Dalit Movement and Literature jointly organized by Central University of Karnataka and Gulbarga University, Gulbarga, September 24-25, 2013.
88. Presented a Paper on 'Inclusive Social and Economic Development of Scheduled Castes: An Analysis of the Strategy for the 12th Five Year Plan' in the National Conference on 'Inclusive Development of Marginalized Groups in Contemporary India: Issues and Challenges organized by Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore, Manasagangotri, September 27-28, 2013.
89. Presented a Paper on 'New Media Initiatives for Grassroots Development in Karnataka: A Perspective, in the National Seminar on 'Contemporary Media Issues and Themes', organized by the Garden City College of Science and Management Studies, Bangalore, India, October 22-23, 2013.
90. Participated in the Workshop on 'Academic Administration' organized by the UGC-Academic Staff College, University of Mysore, India, October 26, 2013.
91. Presented a Paper on 'Reservation for Dalits in Private Sector: An Exploration', in the National Conference on 'Social Exclusion and Reservation Policy in India: New Debates' and chaired a technical session organized by Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore, Manasagangotri, November 12-13, 2013.
92. Presented a paper on 'Corporate Communication Management in Karnataka State: An Empirical Study' in the International Conference on Emerging Innovative Technologies for a Sustainable World, jointly organized by Shridevi Institute of Engineering and Technology and Oklahoma State University, Bangalore, October 7-8, 2013.
93. Presented a paper on 'New Media for Customer Relationship Management: An Empirical Study of Corporate Houses in Iran and India', in the International Conference on Global Business Crisis: Management Strategies for Sustainability and Development, organized by R.V. Institute of Management, Bangalore, December 12-13, 2013.
94. Presented a paper on 'New Media for Scholarly Communication, in the National Conference on 'New Media and Indian Democracy' and chaired a session, jointly organized by Department of Mass Communication and Journalism, Karnatak University and Karnataka Media Academy, Dharwad, January 25-26, 2014.
95. Presented a paper on 'National Communication Policy in the Age of Globalization in the National Conference on 'Commercialization of Media and Public Service Communication' and chaired a session, organized by Department of Mass Communication, Acharya Institute of Graduate Studies, Bangalore, January 30-31, 2014.
96. Presented a paper on 'Corporate Advertising Management: An Empirical Study, in the 3rd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, organized by Sri Ganesh School of Business Management, Salem, Tamil Nadu, India, February 25, 2014.
97. Presented a paper on 'Corporate Communication and Advertising Management in the Age of Globalization in India: An Analysis', in the International Conference on 'Achieving Sustainable Global Economy',

- organized by Sri Krishna International Educational Trust, Bangalore, March 7, 2014.
98. Presented a paper on ‘Social Media for Natural Disaster Management’, in the National Seminar on ‘Social Networking Media: Boon or Bane?’, organized by SDM College, Ujire – 574 240 (DK), March 8, 2014.
 99. Presented key note address on ‘Media in Contemporary India – An Introspection and chaired a technical session in the National Seminar on ‘Media in Contemporary Society and Communifest-234’ organized by Sahyadri Arts College, Shimoga-577203, March 28-29, 2014.
 100. Presented a paper on ‘Impact of Corporate Advertising: An Empirical Study’, in the National Conference on ‘Recent Trends in Management, organized by the Department of Management Studies, K.S.School of Engineering and Management, Bangalore-560062, May 29,2014.
 101. Presented a paper on ‘New Media for Customer Relationship Management in India and Iran’, Organized by Brindavan College, Bangalore, May 31, 2014
 102. Presented a paper on ‘ Rashtriya Uchchar Shiksha Abhiyan-A Means of Empowerment of Marginalized Sections’, in the International Conference on ‘Strategies and Action Plans for Sustainable Development in Higher Education’, organized by Presidency College, Bangalore-560024, August 08,2014.
 103. Presented a paper on ‘Social Media for Inclusive Rural Development in India’, in the National Conference on ‘Rural Development and Inclusive Growth: New Debates, organized by Centre for Study of Social Exclusion and Inclusive Policy’, University of Mysore, Manasagangotri, August 21-22, 2014.
 104. Presented a paper on ‘Corporate Communication Strategies for Human Resources Management in Corporate Houses of Karnataka State’ in the National Conference on ‘Strategic HR and Business Excellence’, organized by Department of Human Resource Management, Hyderabad Business School, GITAM University, Hyderabad, November 22, 2014.
 105. Presented a paper on ‘Separate Electoral System for the Inclusive Political Development of Marginalized Sections of India’ in the two-day International Conference on ‘Ethnicity, Discrimination and Social Exclusion of Minorities and Margins: Post Colonial Debates’, jointly organized by the Center for Study of Social Exclusion and Inclusive Policy, University of Mysore and ICSSR, New Delhi, December 18-19, 2014, Mysore, Karnataka state, India

7. Details of Publication of Books

Sl. No.	Books/Chapter	Publication	Year, Level
1.	Rural Communication in India	Academic Publisher, Bangalore	1989, Kannada Version-Regional
2.	Life and Mission of Dr.B.R.Ambedkar	Publication Division, Karnataka University, Dharwad	2009, Kannada Version, Regional

3.	Future of Higher Education in India (one chapter)	Higher Education – Vision 21 st Century, Vidya Publishing House, Mangalore, India, 2000,	2000, English Version, National
4.	Grassroots Development Communication	Sarup Book Publishers, Pvt Ltd, New Delhi, India	2011, English Version National – ISBN-978-81-7625-756-5
5.	Lankesh: Rebel Journalist	Prasaranga, Karnataka State Open University, Mysore, India.	Kannada Version, (Under Printing) Regional
6.	Sahitya, Mahile Mattu Sabalikarana	Prasaranga, University of Mysore, India.	Kannada Version, Regional
7.	Kannada Film World	Prasaranga, University of Mysore, India.	Kannada Version, (Under Printing) Regional
8.	Theatre Communication	Prasaranga, University of Mysore, India.	Kannada Version, (Under Printing) Regional
9.	Empowerment of Dalits	Mysore University SC/ST Employee's Association (Reg) University of Mysore, India	Edited Volume, English Version, National
10.	Antyodaya	Mysore University SC/ST Employee's Association (Reg) University of Mysore, India	Edited Volume, Kannada Version, Regional
11.	Television for Adolescent Development	Lambert Academic Publishing GmbH &Co. KG Saarbrucken, Germany	Print and Electronic Versions, ISBN: 978-3-8484-3899-0
12.	Applied Development Communication	Dominant Publishers, New Delhi, India	(Under Printing) International
13.	Applied Business Communication	Sarup Book Publishers, Pvt Ltd, New Delhi, India.	(Under Printing) International
14.	Study Material for M.A. in Communication and Journalism,	School of Correspondence Education, Karnataka University, Dharwad	English Version (Under Printing) National
15.	Study Material for PG Diploma in Ambedkar Studies	Dr.B.R.Ambedkar Studies and Research Centre, Karnataka State Open University, Manasagangotri, Mysore-06.	Kannada Version (Under Printing) Regional
16.	Globalization and Communication Policy in India	Concept Publishing House Private Limited, New Delhi.	Print Version, National ISBN-13:978-93-5125-068-5(HB)
17.	Business Management Communication	Jaico Publishing House, Mumbai	(Under Printing) National

8. Research Done

I began my innings as a Research Associate in the National Institute of Rural Development, Hyderabad in 1982 and gained firsthand experience in research design, primary data collection, statistical analysis and drafting of project reports under eminent researchers in India. I have served in Bangalore, Mangalore and Mysore Universities as a teacher and research supervisor for about 25 years. I have guided more than 300 masters dissertations and 11 doctoral research scholars successfully. I have also adjudicated the doctoral thesis in Indian and Foreign Universities. I had undertaken research project in the area of Government Advertising, Department of Information, Government of Karnataka. As Chairperson of the Department of Studies in Communication and Journalism, University of Mysore, I played a key role in getting UGC financial assistance. I have been a research consultant to some leading NGOs and media institutions in the country. I am actively involved in the research and development activities concerning Communications and Journalism within and outside the University of Mysore.

9. Ph.D's Guided

Sl. No	Name of the Researcher	Title of Thesis	Year	University
1.	E.Narayanappa	Media Intervention for Dairy Development in Karnataka State:Evaluation	2005	University of Mysore
2.	S.Maheshkumar	Television in Tribal Development – A Case Study of Jhabua District, MadhyaPradesh	2005	University of Mysore
3.	G.S.Susheelamma	Bandaya Sahityada Belavanigeyalli Pramukha Kannada Niyatakalikegala Patra	2005	University of Mysore
4.	Mariswamy	Karnataka Rajyadalli Girijanabhivruddiyalli Samvahanada Patra	2007	University of Mysore
5.	D.J.Dange	A Study on Media Habits and Information Acquisition Among SC/ST Personnel in Research Training and Developmental Institutions of Ranga Reddy District, A.P.	2009	University of Mysore
6.	J.R.Jagadish	Impact of Television on Adolescents in Karnataka: An Evaluation	2011	University of Mysore
7.	Ranganatha, T	Status, Problems and Prospects of Corporate Advertising in Karnataka	2012	University of Mysore

		State: An Evaluation		
8.	Ramin Ardalan	Impact of Television of the Growth and Development of Children in the Middle and Late Childhood in India and Iran: A Comparative Study	2012	University of Mysore
9.	R.Rajeev Mohan	Cinematic Contributions of Adoor Gopala Krishnan: A Study	2013	University of Mysore
10.	Fatemeh Ghanbari	Application of New Media for Customer Relationship Management in Public and Private Corporate Houses of Iran and India: A Comparative Study	2013	University of Mysore
11.	R.Raghavendra	The Study of Corporate Communication System, Process and Practices of Public and Private Undertakings in Karnataka State	2013	University of Mysore
12.	S.V.Manjappa	Impact of Globalization on Media Management in India : An Empirical Study (Submitted for Evaluation)	2014	University of Mysore
13.	Aabid Nabi	Role of Television in the Protection of Child Rights in Jammu and Kashmir: A Study (Submitted for Evaluation)	2014	University of Mysore

10) Awards and Recognitions

- Recipient of Dr.B.R.Ambedkar Award – 2012, Karnataka State Road Transport Corporation Limited, Bangalore.
- Recipient of Dr.H.Narasimaiah Award – 2012, Dr.Subhash Bharani Cultural Foundation, Bellary.

Actively involved in Karnataka State Public Service Commission, University Grants Commission, National Assessment and Accreditation Council and many research and development agencies as an examiner, consultant and promoter.

11) Membership and Fellowship of Professional Bodies

- Indian Council for Communication Training and Research, Bangalore,1986.
- Indian Association for Media Educators, Mangalore-1990.
- Public Relations Society of India, Mangalore – Manipal Chapter-1990.
- Public Relations Council of India, Bangalore-1999.
- Commonwealth Association for Education in Journalism and Communication (India Chapter), Hyderabad – 1999.
- Centre for Media Studies, New Delhi-2000.
- National Council of Development Communication, Varanasi, U.P. – 2005.

- Public Relations Council of India, Bangalore-2007.

12) Visits Abroad: Colombo, Sri Lanka, January 2 – 4, 1997 (International Seminar).

13) Research Projects: (Period, Agency, Amount)

- Principal Investigator in Minor Project on “Impact of Karnataka State Government Advertisements on People”, sponsored by Information Department, Government of Karnataka, Bangalore, (Project Amount Rs. 48,000), 2001.
- Principal Investigator in UGC Minor Research Project, “Impact of Television on Adolescents: An Evaluation in Karnataka State (Project Amount Rs.85,000/-) 2009.
- UGC-SAP awarded to the Department of Studies in Communication and Journalism, University of Mysore on ‘Role of Communication in Tribal Development’, (Rs.25,00,000/-), 2005.

14) Other Significant Contributions

a. Administrative Position held

- Dean of Students Welfare, University of Mysore (2004)
- Programme Coordinator, National Service Scheme, University of Mysore, since 2008-2010.

b. Membership of University Authorities

- Chairman, Board of Examiners/Board of Studies at P.G and U.G. (University of Mysore, 1990 – 91, 2000 – 14, Mangalore University, 1989 – 99, Karnataka State Open University 2000 - 12), Gulbarga University 2011-14.
- Member, Board of Examiners (University of Mysore, Bangalore University, Mangalore University, Kuvempu University, Calicut University, Kerala University, Berhampur University, University of Kashmir, Makhanlal Chaturvedi National University of Journalism, Kannur University, Bharatiyar University, Pondicherry University, Viswabharati University (Shantiniketan), Gulbarga University (Jnanaganga), Karnataka State Women’s University, Bijapur, Karnatak University, Dharwad, Karnataka State Open University (Dr.B.R.Ambedkar Studies and Research Centre), St.Philomena’s

Autonomous College, Mysore, JSS Autonomous College, Mysore etc., 1986 – 2012,

- Member, Affiliation Commission, University of Mangalore, (1990 – 97), University of Mysore, (2005-2014).
- Chairman, Affiliation Commission, University of Mangalore, (1998 – 99) and University of Mysore (2013-14).
- Member, Faculty of Arts, (University of Mangalore [1990 – 99] and University of Mysore [2000 – 14]).
- Member, Assessment Committee for Promotion (UGC Career Advancement Scheme) Calicut University (2002), University of Mysore (2004), Devi Ahalya Viswavidyalaya, Indore (2009), Mangalore University (2013-14) etc.
- Chairman, DOS in Communication and Journalism, University of Mysore, January 1, 2001-September 2005; June 01, 2012-2014.
- Examiner, State Level Entrance Test in Mass Communication and Journalism, Government of Tamil Nadu, Bharatiyar University, Coimbatore, Tamilnadu, February 11, 2012.
- Member, Board of Appointment in Mass Communication and Journalism, University of Mysore (2005), Bharathiar University, Coimbatore (2005), Calicut University, Calicut (2001), Devi Ahalya Viswavidyalaya, Indore (2009), Kerala University, Trivandrum (2012), Mangalore University (2014), Karnataka Folklore University(2014) etc.

c) National /International Committees and Assignments

- Examiner, Karnataka Public Service Commission, Bangalore, 1990 – 2009.
- Examiner, Union Public Service Commission, New Delhi, 1998 – 2009.
- Member, Peer Group, National Assessment and Accreditation Council (NAAC) Bangalore, 2004.

d) Special Efforts for Curriculum Development, Teaching and Evaluation

- Served as Member of Board of Studies in Bangalore University, Mangalore University, Kuvempu University, Gulbarga University, Mysore University, Tumkur University etc. and contributed for curriculum design and betterment both under non-semester and semester schemes.

e) Any other

- Chief Warden, Central College Hostel, University of Bangalore, 1988–89.
- Member, Staff Recruitment Committee – (Promotion) Canara Bank, Mangalore, 1992 – 94.
- Resource Person (Academic Staff College, Mysore, Staff Training College, Karnataka Bank Ltd., Mangalore, Kannada University, Hampi, Karnataka State Open University, Karnataka Media Academy, Career Guidance Bureau, University of Mysore, Center for Rural Development Studies, Bangalore University, Central University, Pondicherry, Jahangirabad Institute of Technology, Lucknow, etc.

- External Referee, for the award of Ph.D. Degree, Karnataka University, (2002-2012), Padmavati Mahila University, (2005), Calicut University, (2005), Bangalore University (2000-2012), Mangalore University, University of Pune, Assam University and other Universities in the country.
- Edited Souvenirs brought out by New Mangalore Port Trust, Mangalore, in Commemoration of Birth Centenary of ‘Bharath Ratna’ Dr.B.R.Ambedkar, (1994), D.Sanjeevaiah Memorial Education Trust, Mysore (2001) and Mysore University SC/ST Employees Association (Regd) 2011.
- Worked as Resource Person during 1989 – 2012 for various Academic Staff Colleges in South India.
- Delivered Special Lectures during 1986-2012 in coaching classes organized by various agencies for Central/State Services Examinations, SLET/NET examinations at Bangalore, Mangalore and Mysore cities.
- Served as Resource Person during 1990-2012 for UPSC, KPSC, NET/SLET and other examinations.
- Secretary of Jeevan Jyothi Kutumbha Abhivridhi Kendra (Affiliated Christian Children’s Fund) Hadhya, Chamarajanagar District, Karnataka State, since 1999.
- Founder President of Mysore Film and Cultural Society, Mysore, 2001.
- President, Mysore Division, National Confederation of Human Rights, Mysore, 2014.
- Member, National Executive Committee, National Confederation of Human Rights Organizations, New Delhi, 2014.
- Organized a Film Festival on Social Justice in association with Bahuroopi at Rangayana, Mysore, January 29 – February2, 2003.
- Organized a Film Festival MAYA – 2003 in association with Mysore Film and Cultural Society, February 27, 2003.
- Organised several camps and Special lectures under National Service Scheme, University of Mysore, 2008-10.
- Organized university level cultural competitions as Dean of Students Welfare and NSS Programme Coordinator during 2004-2010.
- Organized two university level national service camps during 2008 and 2009 as Programme Coordinator, NSS, University of Mysore.
- Served as Review Committee Member of Autonomous Colleges/ Equivalence Committee Member, University of Mysore, 2012.
- Organised National Level ‘Prakriti 2012 – A Festival of Indian Documentary Films on Environment, Development and Human Rights’, Jointly by The

Consortium for Educational Communication, UGC, Educational Multimedia Research Centre, University of Mysore and Department of Studies in Communication and Journalism, University of Mysore, Manasagangotri, October 3-5, 2012.