### CURRENT AFFILIATIONS

- 1. Academic Coordinator-cum-Assistant Professor at School of Humanities and Social Sciences of Yashwantrao Chavan Maharashtra Open University, Nashik, Maharashtra.
- 2. UNESCO-MILA (formerly GAPMIL) Youth Ambassador for Asia-Pacific Chapter; Paris, UK.
- 3. PhD Research Scholar (formerly UGC-SRF) at Department of Media and Communication Studies of Savitribai Phule Pune University, Pune.

#### **EDUCATION**

Dec '15

SET & NET- Junior Research Fellowship: University Grants Commission

Qualified in UGC-NET & SET with JRF in the subject Mass Communication & Journalism in December 2015 and become eligible for Assistant Professor in Indian Universities, Colleges and Institutions.

Jun '14 to Aug '16

Department of Media and Communication Studies, SPPU - Master of Science in Communication Studies.

Credits: 4.74/6 (67.28%) Grade: A, First Class.

M.Sc. in Media and Communication Studies with specialization in Media Research is a 2 year full time course by the Department of Media and Communication Studies of S.P. Pune University in Maharashtra. The major component of course was Media & Communication Research &New Media Studies.

Jun '14 to Apr '15

Department of Communication and Journalism, SPPU - Post Graduate Diploma in Mass Media.

Passing Percentage: 67.71% Grade: A, First Class.

PGDMM is one year part-time course from SPPU that includes modules in Mass Media and contemporary journalism. Topics under this course ranges from traditional print journalism to online/web journalism, TV journalism, Radio Journalism, Advertising and Digital Public Relation, Film Appreciation, New Media etc.

Jun '11 to Jul '14

Fergusson College, Pune - Bachelor of Science in Statistics.

Passing Percentage: 59.31% Grade: B, Higher Second Class

B.Sc. in Statistics is a three year full time course from S.P. Pune University that has been designed to train students for theoretical as well as practical understanding of Statistics in particular along with other subjects like Physics, Mathematics, and Electronics etc. in general.

#### **WORK EXPERIENCE**

From March 2024

Yashwantrao Chavan Maharashtra Open University - Academic Coordinator-cum-Assistant Professor.

Joined School of Humanities and Social Sciences of YCMOU - India's fifth and Maharashtra's only Open Public University established by State government in 1989. The jurisdiction of this university covers the entire State of Maharashtra. My responsibilities here include state level academic coordination for all the courses of Journalism & Mass Communication as well as other short courses on Human Rights, Gandhi Thoughts & Counsellor Training. Involved in training, designing and development of MOOC's while coordinating activities for Audio - Visual Center (AVC) of the University.

Jul' 23 to May '24

Savitribai Phule Pune University – Visiting Assistant Professor.

Worked as Visiting Faculty at Department of Communication and Journalism for the newly launched program of Post-Graduation Diploma in Digital Media (PGDDM). During the sessions, I practiced innovative teaching methods such as Active Learning, Debate, Case Studies, Blended Learning and Deconstructionism approach.

Jul' 22 to May '23

Tilak Maharashtra University - Assistant Professor.

Rejoined Department of Journalism and Mass Communication of Tilak Maharashtra University (Pune, India) as an Assistant Professor. Taught subjects related to Media and Communication studies to Undergraduate, Diploma and Post-graduate students. Served as examiner, research guide for BA and MA final year students.

Jul' 22 to Oct '23

YouthLead Ambassador for YouthLead-YouthPower2: L&E; US-AID

Selected in 4<sup>th</sup> cohort of 16 YouthLead Ambassadors for YouthLead, an activity of YouthPower 2: Learning & Evaluation, a project funded by the US-Agency for International Development implemented by Making Cents International and its partners. Out of 3000+ outstanding applicants from 100+ countries, 16 young change-makers were selected for the impact they are making on their national, regional and local communities. URL: <a href="https://www.youthlead.org/youthlead-ambassador-and-peer-advisor-program">https://www.youthlead.org/youthlead-ambassador-and-peer-advisor-program</a>

Oct '20 to Nov '21

UNESCO-Youth As Researchers: Researcher - Global Technology Team.

Joined UNESCO's global research project 'Youth as Researchers' (YAR) in collaboration with 'National University of Ireland-Galway' and 'Pennsylvania State University, USA'. Was engaged in investigating the impacts of COVID19 on young people and how they have responded. While coordinating with the teams at Global, Regional and National levels, I was a part of Global Technology Team of 7 other young researchers from different countries.

URL: https://en.unesco.org/news/official-launch-youth-researchers-exploring-impact-covid-19

From Sep '19

UNESCO's GAPMIL Youth Ambassador for Asia-Pacific Region.

Selected as member of World Youth Committee of UNESCO supported GAPMIL i.e. Global Alliance for Partnerships on Media & Information Literacy and appointed as one of the 12 GAPMIL Youth Ambassadors selected globally. Working for Asia-Pacific chapter the mandate to promote Media and Information Literacy among the citizens. URL: <a href="https://en.unesco.org/themes/media-and-information-literacy/gapmil/youth">https://en.unesco.org/themes/media-and-information-literacy/gapmil/youth</a>

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Feb '18 to Mar '23 Savitribai Phule Pune University- UGC (Govt. of India) Senior Research Fellow, Lecturer, PhD Scholar.

Joined Department of Media and Communication Studies as PhD research scholar under UGC's (MHRD, Govt. of India) flagship research fellowship and also worked as a guest lecturer at several institutions and colleges in Maharashtra, India. Taught Media Research, Communication Theory and Practice, Film Technology/ Economics and Distribution, Investigative and Crime Reporting, Journalism Ethics, New Media Studies, Research Methodology, Intercultural Communication etc.

URL: http://dmcs.unipune.ac.in/student.php

Sep '17 to May'18 Tilak Maharashtra University - Assistant Professor.

Worked at Department of Mass Communication and New Media of Tilak Maharashtra University (Pune, India) as an Assistant Professor. Involved in teaching various Media and Communication studies related subjects to Undergraduate, Diploma and Post-graduate students. Also working as Administrative Assistant for the Department. Served as research guide for final year undergraduate students. URL: <a href="https://tmvmasscomm.in/">https://tmvmasscomm.in/</a>

Jun '16 to Aug '17 Tata Institute of Social Sciences, Mumbai - Assistant Production Manager.

Worked at Tata Institute of Social Sciences as Assistant Production Manager for the project Connected Learning Initiative (CLIx) launched by Center for Education Innovation and Action Research. CLIx is the outcome of collaboration between Tata Trusts (India), Massachusetts Institute of Technology (MIT, USA) and Tata Institute of Social Sciences (Mumbai, India). Leading the production team & supported research team.

URL: https://clix.tiss.edu/

### **VISITING FACULTY & SPECIAL LECTURES**

Oct '22 Invited as a Panelist for panel discussion on 'Mental Well-being for Young Adult Professionals' on the occasion of 'World Mental Health Day' on 10<sup>th</sup> Oct, 2022. Organized by Manah Wellness in collaboration with

 $\textbf{CollPoll.} \quad \textbf{URL:} \quad \underline{\textbf{https://www.collpoll.com/blog/world-mental-health-day-2022-prioritizing-young-peoples-well-neal$ 

being/

Dec '20 Delivered an online session on 'Information Literacy and Online Safety' organized by 'US Consulate General

Mumbai', 'American Corner Ahmedabad' and 'Dosti House-Your American Space'.

Aug '20 Delivered an E-talk as invited guest speaker by Extentia Information Technology on 'The Digital Self: Living

with Identity Negotiations'. 'Extentia Information Technology' is a software development and consulting

organization based in the US, Germany and India. URL: <a href="https://www.extentia.com/pr-bt-the-digital-self">https://www.extentia.com/pr-bt-the-digital-self</a>

Jul '20 Conducted an online talk on 'Media & Information Literacy: Passport to Future Education' organized by Rotary

International's Club of North Poona on 15<sup>th</sup> July 2020.

Jun '20 Conducted a webinar as resource speaker on 'Intercultural Communication: Ideals & Realities' organized by

School of Liberal Arts, ADYP University, Pune on 23<sup>rd</sup> June 2020.

Aug '19 to Dec '19 Department of Media and Communication Studies, S.P. Pune University

Conducted lectures for the paper 'Film Technology, Economics & Distribution' of the course Post Graduate

Diploma in Indian Film Studies run with National Film Archive of India (Govt. of India).

**Jul '19 to Nov '19** Department of Mass Communication & Journalism: MM's College of Commerce, S.P. Pune University.

Conducted lectures for the paper 'Communication: Theory and Practice' of the post graduate course Master of

Journalism and Mass Communication.

Mar '19 Conducted 2 days' workshop on 'Mass Communication Research Methodology with special focus on Content

Analysis' for the Masters students of Department of Communication Studies, New Arts, Science and

Commerce College, Ahmednagar.

**Dec '17** Resource Person and Plenary Speaker.

Delivered a talk on 'Digital Media & Agvocacy' during a workshop on 'Digital Media and Journalism' conducted

by Sakal Media House for journalists from rural Maharashtra.

### **COURSES & WORKSHOPS**

Oct '22 Successfully coordinated National Conference on 'Media@75: Past-Present-Future; Metamorphosis of Media

in Independent India' organized by Department of Journalism and Mass Communication of Tilak Maharashtra University in collaboration with Indian Council of Social Sciences Research (ICSSR) during 13-15 October.

Sep '22 Completed online course 'Unlocking Investment & Finance in Emerging Markets & Developing Economies' by

World Bank Group on edX platform.

May '22 Selected to participate in 2 days World Bank Group Youth Summit-2022 on 'Unlocking the power of inclusion

for equitable growth' during 26-27<sup>th</sup> May 2022.

Apr '22 Completed the online training by Reuters and Meta Journalism Project on 'Introduction to Digital Journalism'

that focuses on best practices in digital journalism with professional up-skilling.

Mar '22 Completed 7 days long FDP on 'Application of Methodologies in Media, Communication and Entertainment

Research' by School of Media & Communication of Adamas University, Kolkata.

Nov '21 Completed online course 'Data for Better Lives' by World Bank Group on edX based on WBG's flagship

'World Development Report 2020'.

Sep '21 Participated in 3 days long workshop on 'Rise of New Age Media' & 'Data Journalism' by 'Raisina House

under Democratization & Media conference 2021.

Sep '21 Completed one week long National Workshop on 'Communication Research: Tools, Methods & Approaches'

organised by Department of Journalism & Mass Communication of Islamic University of Science and

Technology, Avantipura, Jammu & Kashmir.

Jun '21 Selected from 5000 worldwide applications to attend 2 days long 'World Bank Group-Youth Summit 2021'

happened virtually on theme 'Resilient Recovery for People and Planet'.

Mar '21 Attended the workshop on 'Reference Management Tools and Literature Review' conducted by 'Center for

Publication Ethics' of Savitribai Phule Pune University.

Jan '20 Selected to participate in 2-weeks long, residential, international exchange program Global Winter School-

2020 organized by Cultural Bridge (Germany); Humboldt University of Berlin; UNESCO New Delhi Office; Global Shapers Community (an initiative of World Economic Forum), Young Indians- Confederation of Indian Industry. Theme of the school was 'Continuity Through Change: Understanding the Rural-scape of India through GLOCAL Lens.' The school aims to ground international youth in local realities, while giving a global orientation to the domestic participants. Around 30 delegates from India and abroad were selected from rigorous assessments with focus on connecting cultures and breaking international boundaries across the

URL: https://culturalbridge.net/participants-of-gws2020/

Jun '20 Participated one week long National Level Online Workshop on 'Media Semiotics: a Course on Cultural

Analysis and Research' organized by Research Culture Society, India.

Jun '20 Participated in National webinar on 'Gender Bias, Stereotyping, Gender Equality and Women's Right'

organized by Indian Institute of Information Technology and Maulana Azad National Institute of Technology,

Bhopal.

continents.

Sep '18 Participated and formed a research proposal in 10 days National Research Workshop on Exploring the

Interplay between Media and Information Literacy and Sustainable Development Goals organized by School

of Journalism and New Media Studies, Indira Gandhi National Open University, New Delhi.

Aug '18 Attended 12 days, 2 credit course by GIAN (Global Initiative of Academic Network, GOI) on 'Studying gender,

Digital Labour and Globalization: Theory and Methods' taught by Prof. Radhika Gajjala (USA) at DMCS

(SPPU).

May '18 Participated in 3 days Mass Communication Teaching Methodology Workshop organized by Department of

Communication and Journalism (SPPU) under the scheme PMMMNMTT, MHRD (GOI).

#### **PUBLICATIONS**

May '23 From Small Wonder to Big Boss: A Historical Take on Localization of Transnational Television Content in Post

LPG Indian Television.

Publisher: Rabindra Bharati Journal of Philosophy. An UGC-CARE listed, group-I, peer reviewed and refereed

research journal with ISSN: 0973-0087, Volume XXIII, No.33-2022 and impact factor 6.986 (pp 68-75).

Mar '19 Expressing the Suppression: Translating the Silence in Public Discourse through New Media.

Publisher: Ajanta (Jan-Mar2019): International peer reviewed referred, UGC approved, multidisciplinary

quarterly research journal with SJ impact factor 5.5. Ajanta Publication. ISSN 2277-5730 (pp 111-116)

**Dec '21** Anaarwale Sharmaji. Publisher: Vanrai Marathi Magazine.

December 2021, Editor: Ravindra Dhariya, Vanrai Trust. ISSN 2250-1215 (pp 16-17).

Jan '19 Mulshi Pattern. Publisher: Vanrai Marathi Magazine.

January 2019, Editor: Ravindra Dhariya, Vanrai Trust, ISSN 2250-1215 (pp 31-34).

Jan '18 The Game is On (again): Analysis of BBC's 'Sherlock' as reincarnation of Detective-Fiction Genre.

Publisher: Asian Journal of Research in Social Sciences and Humanities an International, peer-reviewed UGC approved research journal with DOI No. 10.5958/2249-7315.2018.00011.4 and SJ impact factor 5.997. (pp

 $107\text{-}112) \ URL: \ \underline{\text{https://www.indianjournals.com/ijor.aspx?target=ijor:ajrssh\&volume=8\&issue=1\&article=011)} \\$ 

Jan '18 Becoming Homo-Digital: Quantitative Inquiry on Socioeconomic Impact of Smartphone as a New Media Tool.

Publisher: New Media Practices (2018), Editor: Dr. Geetali Tilak, Tilak Maharashtra University. ISBN 978-93-

5288-915-0 (pp 56-62).

Dec '17 That's All I Want: Revisiting the Theory of Human Motivation in New Media Enriched Environment.

Publisher: Vidyawarta, an International, UGC approved, Multilingual Research Journal with ISSN 2394-5304.

(pp 07-13).

Oct '17 Critical Analysis of Media Narratives of Clean India Mission with Special Reference to Narrative Theory

Publisher: 'IDEL' a UGC approved peer-reviewed International Multidisciplinary half-yearly research journal

with ISSN-2319-359X and Impact Factor 4.08. (pp 57-62)

Jul '17 Indigenous Kaleidoscope of Cine-sense.

Publisher: Vanrai Marathi Magazine, July 2017, Editor: Ravindra Dhariya, ISSN 2250-1215. (pp 49-50)

### **CERTIFICATES & AWARDS**

Nov '21 Awarded with 'Certificate of Distinction' by World Bank Group for exemplary performance in their online

course 'Data for Better Lives' offered by Open Learning Campus of WBG with edX.

Aug '20 A project submitted based on my doctoral research project won 'Best Project Award' in HARKAT International

Student Festival-2020 at Tehran (Iran) organized by Ministry of Science, Research & Technology (Islamic Republic of Iran) and Western Asian Development Institute (WADI, Iran). The festival received more than 30000 worldwide applications out of which 165 were shortlisted as finalists and 14 projects has won the Best Project Award from various countries while my project being the sole winner from India. Invited by Ministry to

visit Iran for 10 days of Educational & Cultural immersion program in May 2022.

URL: https://www.linkedin.com/posts/knowdhamma\_harkat-iran-tehran-activity-6698884650699431936-3Ype

Awarded with 'Young Achievers Award' by 'Institute of Scholars (InSc), India' for meritorious performance in May '20

Research and Academia in early stage of career. This prestigious award is given each year to selected

individuals from India to signify and honor their quality contribution in the higher education.

URL: <a href="https://www.insc.in/awards/singleinfo.php?tid=1302">https://www.insc.in/awards/singleinfo.php?tid=1302</a>

Feb '18 Three Days National Conference on Historicizing Indian Television: People, Program, Processes Post 1990.

> Presented research paper titled 'From Small Wonder to Big Boss: A Historical Take on Transnational Television Content in Post LPG India'. The national conference was organized on 8-10 February, 2018 by

Department of Media and Communication Studies, Savitribai Phule Pune University, India.

Jan '18 International Conference on New Media Practices: Changing Audiences, Opportunities Revitalizing Theory of

Production and Promotion.

Presented research paper titled 'Becoming Homo-Digital: Quantitative Inquiry on Sociological Impact of Smartphone as a New Media Tool' on 9-10 January, 2018 at Department of Mass Communication &

Journalism, Tilak Maharashtra University, Pune. Also, worked as an organizer for the conference.

Jan '18 International Conference on Translation Studies: New Directions.

> Participated in 3 days conference organized by Department of English (SPPU) from 23-25 January, 2018 and presented a research paper on 'Expressing the Suppression: Translating the Silence in Public Discourse

through New Media.'

Oct '17 National Conference on the Role of Youth in 'Clean India Mission'.

> Presented research paper titled 'Critical Analysis of Media Narratives of Clean India Mission with Special Reference to Narrative Theory' in the conference organized by Poona College & Ministry of Youth Affairs and

Sports (GOI) on 3rd October 2017.

Oct '16 International Conference on Media and Communication: Prospects and Challenges.

> Presented a research paper in conference organized by Symbiosis Institute of Media and Communication, Symbiosis International University on 6-7 October 2016 at Pune, titled 'The Game is On (again): Analysis of

BBC's 'Sherlock' as reincarnation of Detective-Fiction Genre.'

Feb '15 Obama-Singh Higher Education Knowledge Initiative.

> Participated in a pilot research conducted by 'Obama-Singh Higher Education Knowledge Initiative', a crosscountry research project by University of Pune, India & University of Massachusetts, USA on 'Inclusive

Universities: Linking Diversity, Equity and Excellence for the 21st Century' in February 2015.

#### **MEMBERSHIPS & ASSOCIATIONS**

**Digital Poverty** Alliance (UK)

Invited to join as 'Ambassador' for UK based DPA formed with Currys plc and Institution of Engineering and Technology (IET) with a shared vision to develop a world which enables everyone to access the life changing

benefits that digital brings.

URL: <a href="https://digitalpovertyalliance.org/Community/">https://digitalpovertyalliance.org/Community/</a>

Cultural Bridge, Berlin (Germany) Appointed as Advisor-Member of Advisory Board of 'Cultural Bridge', a Berlin based international organization working closely with Humboldt University of Berlin on cross-country educational & cultural exchanges

between India and Germany from June 2020.

URL: <a href="https://culturalbridge.net/advisory-board/">https://culturalbridge.net/advisory-board/</a>

Institute of Scholars,

Lifetime membership as Professional Member of Institute of Scholars (InSc), India.

India (InSc) Recognized as Academic Reviewer of International Journal of Basic and Applied Sciences, a Research

Journal of Institute of Scholars from June 2020.

URL: https://www.insc.in/awards/singleinfo.php?tid=1302

Center for **Intercultural New** Media Research

Member and Student Research Associate of Center for Intercultural New Media Research (CINMR), a global network of around 400 scholars representing 58 countries and 232 universities across globe. A think tank and clearinghouse for scholarship - that focus on the impact of new media on human communication across

cultures, nations and world regions.

URL: http://www.interculturalnewmedia.com/

**LANGUAGES** 

English & Hindi Verbal Skill: Fluent, Written Skills: Fluent. Marathi: Native language proficiency

REFERENCES

Dr. Madhavi Reddy Professor, PhD Guide & Head. D/o. Media & Communication Studies, Savitribai Phule Pune University

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