

# Dr. Srachna Sachdeva



**M. A, MJMC, M. Phil, UGC NET with JRF, Ph. D (JMC)**

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## WORK EXPERIENCE (ACADEMICS)

### Duration

From	To	Organization	Designation and Nature of Duties
2007	2008	Jagran Institute of Journalism & Mass Communication	Part-Time Faculty, Teaching
2010	2012	Institute of Mass Communication & Journalism	Regular Guest Faculty, Teaching & Administrative Duties
2014	At Present	Dharmanand Uniyal Government Degree	Assistant Professor, both teaching and Administrative work (Permanent Post)

		College, Narendranagar Tehri Garhwal Uttarakhand	
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## ACADEMIC QUALIFICATIONS

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**2012-2018**            **Ph. D (Journalism & Mass Communication) Mahatma Gandhi Chitrakoot Gramodaya University Satna (M.P)**

- **Topic: “Internet Media & Social Change (With Special Reference to Rural Youth)”**
- **Supervisor: Dr. Virendra Kumar Vyas**

**2009**            **University Grants Commission National Eligibility Test (NET) with Junior Research fellowship (JRF)**

**2006-2007**    **Master of Philosophy (Journalism and Mass Communication), *Madurai Kamraj University Madurai, India***

- Modules included: Research Methodology in Communication, Modern Trends in Journalism, Advance Communication Theories.

**2003-2005**            **Masters in Journalism & Mass Communication (MMC) *Lucknow University, Lucknow, Uttar Pradesh India***

- Modules Include: Advanced and specialized Reporting & Editing, Media Production, Media Management, Electronic Media: T.V, Radio & Internet, PR & Advertising, Media Laws, Ethics and Code of Conduct, Communication Technology, Communication Theories etc.

**2001-2003**            **Masters of Arts (English) *Lucknow University, Lucknow, Uttar Pradesh India***

- Modules Include: English Society: Thought & Literature in 19<sup>th</sup> Century, English Society: Thought & Literature in 20<sup>th</sup> Century, Readings in Literary Criticism, 20<sup>th</sup> Century American Literature, Applied Linguistics etc.

**1999-2001**            **Bachelor of Arts *Lucknow University, Lucknow, Uttar Pradesh India***

## *With English, Economics and History*

### **Conferences & Seminars**

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- Presented paper entitled '**Coverage of Development News in Newspapers with Special Reference to Rural Areas of Kanpur**' in International Conference on Sustainable Development, 2013 organised by Rajiv Gandhi National University of Law, Chandigarh in collaboration with OIDA Development Agency
- Presented a paper entitled '**Higher Education: Changing Face of Rural India**' in a National seminar on 'Role of Higher Education In Rural Development' 2014 held at Mahatama Gandhi Chitrakoot Gramodaya University, Satna
- Presented a paper entitled '**Challenges of Teacher's Education in 21<sup>st</sup> Century**' in a National Seminar on Dimensions of Teachers Education in 21<sup>st</sup> Century 2014 held at Saraswati Mahila Mahavidyalaya, Kanpur (UP)
- Presented a paper '**उच्च शिक्षा में अकादमिक नेत्रत्व के विविध आयाम**' in national seminar on 'Emerging Challenges in Academic Leadership in Higher Education' held at Mahatama Gandhi Chitrakoot Gramodaya Vishwavidyalaya Chitrakoot, Satna Madhya Pradesh on 20-21 September, 2014.
- Presented a paper entitled '**Post Modern Themes in Media with Special Reference to Feminism**' in International Conference on Post-modernity and Alternate Paradigms 2014 by RIT Foundation, New Delhi.
- Presented a paper entitled '**Gender-Based Violence in Media Content in India**' in International Conference on Gender & Violence 2015 by RIT Foundation, New Delhi.
- Presented paper entitled '**Role of Print Media in Creating awareness about Environment as a part of Sustainable Development Discourse in Uttarakhand**' in a national seminar on Green Communication and Sustainable Development: Prospects and Challenges 2015 held at Baba Saheb Bhimrao Ambedkar University, Lucknow.

- Presented a paper entitled '**A Study of the Nature of Social Media Posts Related to the News Reports of Violent Incidents**' in International Conference on Violence and Humanity 2016 by RIT Foundation, New Delhi.
- Participated in a National Seminar on '**Rural Environment, Energy & Development**' held at DAV College Kanpur on 12 December 2015
- Participated in a National Seminar on 'भारत में मानवाधिकार शिक्षा: चुनौतियां एवं सम्भावनाएँ' held at Dayanand Girls (PG) College, Kanpur on 14 December 2015
- Participated in a National Seminar on '**Bhishma Sahani Aur Aaj Ka Samay**' held at Bundelkhand College, Jhansi on 20<sup>th</sup> August to 21<sup>st</sup> August 2016.
- Participated in a National Seminar On "Contemporary Environmental Issues" Organised by Saraswati Mahila Mahavidyalaya, Kanpur on 25-26 November 2018
- Participated in Orientation Program from 1 December 2016 to 31 December 2016 organised by Academic Staff College, Lucknow University.
- Participated in a Refresher Course on Research Methodology (ID) organized by Academic Staff College, Lucknow University from 1 December 2017 to 22 December 2017.
- Participated in One Day International webinar on Relevance of Gandhian Philosophy & Present Mass Media Scenario on 1 October 2020
- Participated in a Refresher Course on Corona Pandemic (Need Based) ID organized by Academic Staff College, Lucknow University from 2 November 2020 to 13 November 2020
- Participated in Train the Trainer Course on News and Information Literacy Program from 24 November to 26 November 2020 organised by Factshala India Media Literacy Network and Internews in collaboration with Dataleads with support of Google.Org & Google News Initiative.
- Participated in one week online short term training program on 'Emerging Trends in E-Learning: Catalyst for Reforming Higher Education' from December 10 to December 16 2020 organised by FDC, Hemwati Nandan Bahuguna University Uttarakhand
- Participated and presented a paper entitled **Niche Media Savior to Democracy** in International Conference on 'Language, Culture and Digital Media: Emerging Trends and Challenges' organized by Amity University Madhya Pradesh on 22 January 2021

- Participated in International Faculty Development Program on “**Emerging Media Landscape**” organized by Ajeenkya DY Patil University Pune from 22 July to 24 July 2021
- Participated in one day national seminar on ‘**Impact of Climate Change on Flora of Himalyan Region**’ organized by Govt. Degree College Talwari Chamoli Uttarakhand on 11 October 2021
- Participated and presented a paper entitled ‘**Post Covid-19 Strategies: A Stronger and Resilient Tomorrow**’ in a Two Day Inter Disciplinary National Seminar organized by Maharshi Dayanand University Rohtak Haryana on 25 & 26 November 2021
- Participated in short term course on ‘**Human Rights(Online mode)**’ organized by HRDC Kumaun University from 20 December to 27 December 2021.
- Participated in one week online FDP on ‘**Recent Trends in Communication Design & Technology**’ organized by Birla Global University Orissa from 6 January to 12 January 2022
- Participated in national Workshop on ‘**Rural Entrepreneurship Development**’ organized by Mahatma Gandhi National Council for Rural Education on 30 March 2022.
- Participated in short term course by teaching learning centre Ramanujan College, University of Delhi on ‘**Intellectual Property Rights**’ from 16 May to 22 May 2022
- Presented a research paper entitled ‘**Creator Economy: Challenges and Opportunities in Uttarakhand**’ in a two Day National Seminar on Youth Empowerment through Entrepreneurship and Skill Development organized by NSS unit of DU GDC Narendranagar in collaboration with DIC Narendranagar on 25-26 November 2022

## Publications

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- Research Paper entitled *'Role of Print Media in Creating Awareness about Environment as a part of Sustainable Development Discourse in Uttarakhand'* published in the Mahatma Gandhi Chitrakoot Gramodaya University's Research Journal 'Gramodaya Shodh Patrika' Volume 2 Number 1 January -June 2015
- Research paper *'Coverage of Development News in Newspapers (With Special Reference to Rural areas of Kanpur)'* published in Ontario International Development Agency Journal. Co author Dr Virendra Kumar Vyas ISSN 1923-6654 (print), SN 1923-6662 (online). Available at <http://www.ssrn.com/link/OIDA-Intl-Journal-Sustainable-Dev.html>
- Article entitled "Reporting of Women Issues in Newspapers in India" published in proceedings of 2nd Rit Vimarsh Conference 2015 New Delhi 9<sup>TH</sup> to 12<sup>TH</sup> Oct 2015 co-author Sanjay Chandani in 'Gender and Violence: Different Perspectives (A Collection of Articles)'" ISBN: 978-81-931620-0-2 ritconferences.com
- A curriculum based book entitled 'New Media: Patrakarita Ka Badalta Swaroop' ISBN 978-93-89042-62-7 published by Nikhil Publisher & Distributers Agra in 2019
- Research paper entitled Niche Media: Savior to Democracy published in Language Culture and Digital Media: Emerging Trends and Challenges ISBN 978-93-5445-104, 1 January 2021 pp 180-183
- Research paper in collaboration with Dr Anil Kumar Naithani entitled स्वास्थ्य संबंधी झूठी सामग्री और मीडिया: समाचार पत्रों के विशेष संदर्भ में published in **UGC CARE LISTED** 'Shodh Dhara' Vol. 1 Issue 1 ISSN 0975-3664, March 2021 pp 258-265

- Chapter entitled ‘Study of Gender Based Harrasment at Workplace in Print Media’ published in an edited book Psycho-Social-Environmental Issues of Employees at Workplace by Nitya Publication edited by Dr Punitha and Dr Sapna Kashyap with ISBN 2021
- Research paper entitled A Comparative Study of Indian Perspective on Communication with Western Perspective published in Janmat Power Research Journal ISSN 2582-6557 April 2022

### **Convener/ Organizing Committee Member**

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- Organized a workshop on ‘Women Empowerment’ in 2014
- Organized and Convened College Level Seminar on ‘National Press Day’ on 16<sup>th</sup> November 2017 by the Department of Journalism and Mass Communication, Dharmanand Uniyal Government Degree College Narendranagar Uttarakhand.
- Member of organizing team on celebration of Hindi Diwas on 14<sup>th</sup> September, 2019 jointly organized by JMC & Hindi Dept. in Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.
- Was one of the organizing secretaries in an Online National Level Photography Competition between 15<sup>th</sup> to 30<sup>th</sup> July 2020 by the Department of Journalism and Mass Communication, Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.
- Organized and Convened State Level Photography Competition under the banner of Azadi ka Amritmahotsav themed on ‘Patriotism’ from 13<sup>th</sup> to 30<sup>th</sup> August by the Department of Journalism and Mass Communication, Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.
- Was one of the organizing secretaries in a workshop on ‘Suicide Prevention Day’ on 10<sup>th</sup> September 2022 by the Department of Psychology, Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.
- Organized and Convened a workshop themed ‘Fake News’ on 12<sup>th</sup> September 2022 by the Department of Journalism and Mass Communication, Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.

- Convened a college level seminar on the occasion of National Press Day entitled, 'Freedom of Speech & Expression in Digital Age: Opportunities and Threats in Indian Context' on 16<sup>th</sup> November 2022 in Department of Journalism and Mass Communication, Dharmanand Uniyal Government Degree College Narendra Nagar Uttarakhand.
- Member of Organising committee of two Day National Seminar on Youth Empowerment through Entrepreneurship and Skill Development organized by NSS unit of DU GDC Narendranagar in collaboration with DIC Narendranagar on 25-26 November 2022
- Member of organizing committee on 'Scientific Paper Writing' organized by Physics Dept. of DU GDC Narendranagar on 4<sup>th</sup> January 2023
- Organised a Departmental level program on 'Ambedkar Jayanti' on 14<sup>th</sup> April 2023.

### **Member of BoS/ Editor Board**

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- A member of editor advisory board in a quarterly SIDDHANT (DOCTRINE) ISSN 0976-528, published by Academic Research Society.
- Member of Syllabus Expert Committee on the Common Minimum Syllabus for all Uttarakhand State Universities and Colleges for Four Years of Higher Education 2021 by Kumaun University Nainital Uttarakhand.

### **Invited Talk/ Lecture**

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Delivered an invited lecture on '*Journalism as Career*' in a Career Counseling Workshop organised by Saraswati Mahila Mahavidyalaya, Kanpur on 15-16 December 2015

As a Factshala Trainer on Fake news conducted a Media Literacy Program on Creating Awareness and tackling Fake News in Digital Age' in Saraswati Mahila Mahavidyalaya, Kanpur on 23 January 2021.



## **Scholarships and Grant Received**

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- Received Junior Research Fellowship (JRF) awarded by UGC while working on my Ph. D research work.

## **Technical Skills**

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Well versed with software like MS Word, Excel, Power-point, CorelDraw, Photoshop, QuarkXPress, In design, Page maker etc.

Expert in Web Designing and Web Server Management

Dr Srachna Sachdeva