

Section-C

BIODATA OF THE INVESTIGATOR

1. Name : Dr. Nandini Lakshmikantha

2. Designation: Professor and Director

3. Complete Postal Address: School of Communication, Press Corner, Manipal University, Manipal.

Telephone Number: 09620397265

Fax, e-mail etc. : nandini.lk@manipal.edu

4. Date of Birth: 4.3.1964

5. Educational Qualification : Degrees obtained (Begin with Bachelor's Degree)

Degree Institution Field(s) Year

Sl No	Educational Qualification	Institute	University	Year
1	B.Sc	P C Jabin Science College	Karnatak University	1984
2	MA	Department of Journalism and Mass Communication	Karnatak University	1986
3	Ph.D	Department of Journalism and Mass Communication	Karnatak University	2008

6. Research/Training Experience

Have been teaching post graduates since 12 years in areas of their research projects. Have been identified as Research guide by Manipal University. Also work as Ph.D thesis evaluator for many Public Universities of the state. Published research articles, presented papers in national and international conferences; gave plenary talks and chaired sessions.

Research Publications

Sl.No	Title of the Paper /Book	Publishers	Year
-------	--------------------------	------------	------

1	Media Literacy	Publishers ICFAI,	2009
2	Teleserials and youth	Journal of Communication; Karnatak University	2009
3	Effective Communication strategies for Government Health Projects: A case study among the JSY beneficiaries	Science Communicator	2010
4	Strategies to mobilize alternative human resources in popularizing government health projects in rural area : An experimental study :	Science Communicator;	2010
5	Dribbling family relations: Teleserials' influence on young viewers;	; Journal of Public Relations	2010
6	Sports 'n' Gender: Bias, "Media and Society National Seminar on School of Social, Sholapur University,	Media and Society; Wizcraft publications	2013
7	Role of Television in disseminating the awareness in Waste Management	Orient Journal of Law and Social Science	2014
8	Reporting Maternal and Child Health for Media – Challenges and Issues	UNICEF study document	2014
9	Surf the Gap": Exploring New Media as an effective tool to create Awareness on STIs.	International Journal of Research in Social Sciences (IJRSS) ISSN: 2249-2496	2014

10	Reeling the Reality: A study on contemporary REALITY SHOWS and their influence on other entertainment program genres	The International Journal of Humanities and Social Studies ISSN 2321 – 9203	2014
Edited			
1	Research Journal Media Researcher: Book 1	Acharya Institutes,	2010
2.	Right to Education	Centre for Economic and Social Studies, Bangalore and Government of Karnataka	2012
Compiled			
Research Journal of Public Relations	Research Journal of Public Relations		2010

Conferences and Paper Presentations:

E1.International Conferences

1	Surf the Gap” : Exploring New Media as an effective tool to create Awareness on STIs	20 th Nov-22 nd Nov 2013	Tirupati	Sri Padmavati University, Tirupati, in association with Ohio University
2	Strategizing steps to create awareness among working women in Garment Industry on Reproductive Tract Infections: A status Study on South Asian Countries	20 th to 22 nd Dec 2012	Manipal	Public Health Department, Manipal University, Manipal.
3	Gender Attitudes and Health: Communicating health among Young Girls, using channels of Mass Communication;	Dec 6-10, 2010	New Delhi	11 th International Conference on Public Communication of Science and Technology
4	Dribbling family relations: Teleserials’ influence on young viewers	26 th and 27 th Feb 2010.	Tirunelveli	MSU, Tamil Nadu
5	Adaptation of corporate strategies in remodelling public health Communication	Jan 29 th 2010	Manipal	Manipal Institute of Management, Manipal University
6	Implications of Reel on Real: A study on life style of youth	Nov. 2009	Bangalore	Global Meet
7	Strategies to mobilize alternative human resources in Popularizing government health projects in rural area: An experimental study	July 2009	Madurai	Annamalai University, Tamil Nadu, India;
8	Influence of teleserials on remodelling the psycho social mores: A study on youth	Sept; 2009	Noida	Institute of Management Studies, India.

E2. Public Talks

1. Bremen, Hochschule University, Germany (Between May13th to 11th July, 2015)
2. Hamburg University, Germany (Between May13th to 11th July, 2015)

E3. Session Chair:

1. Media and Social Change, IMS Noida(2009)
2. Strategies and Action Plans for Sustainable Development in Higher Education, Presidency College Bangalore, 8th August 2014.
- 3.
4. Public Health Evidence South Asia Colloquium, Manipal University, Manipal – Feb, 2015

Projects completed and submitted :

Sl.No	Project Title	Funding Agency	Years	Status
1	Evolving Strategic Steps to Communicate RTI Amongst Young- An Exploratory Study	Indian Council of Medical Research	2 years/2012-14	Principle Investigator

2	“Augmenting Employable Skills for BA students : A study on Bangalore University”	Karnataka Jnana Ayoga	3 Months September 2012 to November 2012	Research Assistant
---	---	------------------------------	---	---------------------------

Professional Details

Present Position	Prof and Director, School of Communication, Manipal University, Manipal (Dec-2014)
Previous Position	Prof and Joint Director, School of Communication, Manipal University, Manipal (Aug-2014) Associate Prof and Head Department of Journalism and Communication Manipal University Bangalore Campus Year : 2011 to 2014 (July 2011) Director, Post Graduate Studies Acharya Institute of Graduate Studies Acharya Institutes, Bangalore (July 2011) Principal Acharya Institute of Graduate Studies Acharya Institutes, Bangalore (July 2006 to 2009) Head of Journalism Department Seshadripuram College Bangalore (July 2006 to July 2009)

Teaching Credits	<p>16 years of Teaching in both Under Graduate Level and Post Graduate Level</p> <p>Research Guide</p> <p>DAAD Scholar : Served as visiting faculty at Hochschule Bremen University, between May to July 2015.</p>
Administrative Credits	<p>Principal, Acharya Institute of Graduate Studies, Acharya Institutes – 2006 to 2009.</p> <p>Director PG Studies, Acharya Institute of Graduate Studies, 2009 – 2011</p>

7. Research specialization (Major scientific fields of interest)

Health Communication

Science Communication

8. Important recent publications (last 5 years, with titles and References), including papers In press

9. *Financial support received 1. From ICMR Past

Sl.No	Project Title	Funding Agency	Years	Status
1	Evolving Strategic Steps to Communicate RTI Amongst Young- An Exploratory Study	Indian Council of Medical	2 years/2012-14	Principle Investigator

	Ref No: (P-84) HSR/Ad-hoc/9/2012-13, dated 8/6/2012	Research		
--	--	-----------------	--	--

2. From other sources Past *Present *Pending

NIL

*** This information must be given, otherwise the application will be returned. In case no financial assistance has been received, nil should be stated. Indicate titles of the projects and reference number, if available, for ICMR grants.**