

Curriculum Vitae

NAME: Mira K Desai

SEX: Female

MARITAL STATUS: Married

NATIONALITY: Indian

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BIRTH-DATE: October 18, 1968

EDUCATIONAL QUALIFICATIONS:

PhD Extension Education (Faculty of Home Science), Title "A Comparative Study of Influence of Transnational Television on Gujarati and Marathi Households in Mumbai", S.N.D.T. Women's University, January 2004.

MADE Masters of Arts in Distance Education, Indira Gandhi National Open University, New Delhi, December 1994: 'B' Grade

MDC Masters in Development Communication, Centre for Development Communication, Gujarat University, Ahmedabad, May 1990: 69 %

BCOM Bachelors of Commerce, H L College of Commerce, Gujarat University, Ahmedabad, June 1988, 67 %

ADDITIONAL QUALIFICATIONS:

Coursera Introduction to Communication Sciences, Statement of Accomplishment for 4-credit MOOC offered by Rutger De Graaf, Graduate School of Communication Science, University of Amsterdam, 18 March 2014.

Globalisation of Higher Education in globalised knowledge economy 4-credit MOOC by kris olds- Professor, Department of geography, University of wisconsin-madison and Susan I. Robertson, Professor, Graduate school of education, University of bristol, UK, Statement of Accomplishment, June 13, 2014.

CIPPR Certificate in International Perspective in Participatory Research, Online programme of PRIA Education, New Delhi and University of Victoria, Canada, April-June 2008, 'A' Grade.

NET University Grants Commissions-National Eligibility Test in Journalism & Mass Communication, June 1999.

CCWS	Certificate Course in Women's Studies, Research Centre for Women's Studies, SNDT University, August 1998, 'A' Grade
VINIT	Matriculation in Hindi language, Gujarat Vidyapith, 1982
Computers	Graduation level subject (1986-88), one year Diploma in Data-entry and BASIC Programming (1985) and Intel Beginners Course on Multi-media Presentation (2001), ICT for Higher Education (2011).
GAD	Gender sensitization and Training of Trainers on Gender and Development organized by ICECD, Ahmedabad in 1993 and 1995.
Theatre	Attended and documented one-month residential theatre workshop conducted by Rati Bartholomew in MSG held at Baroda, July 1995.
WID	Sixth South Asian one-month residential workshop on women in media and development at New Delhi organized by CENDIT, New Delhi, December 1993.

AWARDS, FELLOWSHIPS & RECOGNITION

- Z Scholarship from John Hopkins University, Bloomberg School of Public Health, Centre for Communications Programmes for attending fifth Entertainment Education Conference at New Delhi in November 2011.
- Z Jury member for The Laadli Media Awards for Gender sensitivity- Eastern Region (2010-2011).
- Z UGC Review Committee member for ninth plan review of Avinashilingam Institute for Home Science, Science & Higher Education for Women in October 2002.
- Z National Prize for Gujarati manuscript "*Champa Kare Paisa ni Vat*" in National Competition on literature for neo-literates 2001-2002. Awarded at International Literacy Day function on 8th September 2002 at Vigyan Bhawan, New Delhi.
- Z Fellowships for participation in Sixth South Asian Workshop on Women in Media and development at New Delhi (1993) and IAMCR International Conferences at Singapore (2000) and Barcelona/Spain (2002), URAN/GCRA conference at Sydney/Australia (2001), AMIC annual conferences at Penang-Malaysia (2006), Manila-Philippines (2008) Singapore (2007, 2010).
- Z National Prize in 'Citra-etcitra Challenge' competition for super-cool advertising idea in 1992 and prizes for Essay competition and Story writing.
- Z Scholarship for studies in Masters of Development Communication, Gujarat University 1989-1990, Fifth rank holder in Ahmedabad for Higher secondary examination, National Scholarship Scheme certificate in 1983.

PROFESSIONAL WORK EXPERIENCE:

<i>Time Period</i>	<i>Position</i>	<i>Place</i>
From July 2014	In-Charge Head	University Department of Extension Education
From 2010	Associate Professor	University Department of Extension Education, S.N.D.T. Women's University, Juhu Campus, Mumbai.
From July 1998...	Reader in Communication Technology (Full-time Faculty)	University Department of Extension Education, Dept. of P.G. Studies & Research in Home Science, S.N.D.T. Women's University, Juhu Campus, Mumbai.
January'97 to July'98	Visiting Faculty	-as above-

April 1992 to December 1996	State Resource Person- Documentation & Communication	Mahila Samakhya Gujarat "Programme of Education for women's Empowerment"
From 1991 to 1996	Free-lance Journalist, Script writer, Translator, Researcher, Interviewer, etc.	Response Department of The Times of India, Ahmedabad having 30+ published articles. Research, Script and Screenplays, Interviewer and Compeer for CERC, Doordarshan (Ahmedabad) and DECU Production Cell.
August 1990 to February 1991	Research Assistant	Educational Media Research Centre, Ahmedabad
June-Aug 1990, Feb-Aug 1991, Jan- April 1992	Social Researcher: Daily wages, Service Contract	Social Research Group, Development and Educational Communication Unit, Indian Space Research Organization, Ahmedabad

CORE AREAS of Experience:

Research, Teaching, Documentation, Training and Capacity building, Media production, Curriculum development, Content writing for open and distance learning, Translation/trans-creation, Evaluation and examination for development, media and communication related subjects.

Institutional Affiliations:

Nagpur University-Nagpur, Veer Narmad South Gujarat University-Surat, Amrita University-Coimbatore, Jammu Central University-Jammu, Institute of Open and Distance Learning and Department of Journalism and Mass Communication-University of Mumbai, Indira Gandhi National Open University, Gujarat Vidyapith- Ahmedabad, Sophia Polytechnic-Mumbai, University of Pune, M.S. University Baroda, University of Rajasthan-Jaipur, Veer Narmad South Gujarat University-Surat, Symbiosis Institute (UG)-Pune, National Institute of Design- Ahmedabad, Wigan & Liegh- Mumbai centre, MET Institute of Mass Media-Mumbai, Center for Distance Education- SNDT, School of Broadcasting- Mumbai, SNDT's Department of Educational Technology, Department of Applied Linguistics and Dept of Adult & Continuing Education, SVT College of Home Science, K.C. College, Ghansyamdas Saraf college of arts and commerce for teaching, research, course writing, paper setting, examination, research expert and so on.

WORK Experience:

→ Training/Lecture for various groups on topics like communication skills, gender empowerment, media literacy, empowerment, group formation, HRM, Contextual Studies, women's issues for Mahila Samakhya Gujarat, Centre for Rural Development, Hamara Club-TISS, FWTC, G M Momin Women's College- Bhiwandi, Ulhasnagar School, UGC Refresher Course, SEWA TFC, Centre for Study of Secular Society, SVT College of Home Science, SNDT College of Arts and Commence, Research Centre for women's Studies.....

→ Guided 50+ Masters Dissertations and facilitated number of VHS/Digital film, visual documentation projects of postgraduate students at Extension Education Department, S.N.D.T. Women's University, Mumbai on various social and communication related topics

since 1997. Also guiding PhD research students from 2010.

→ Designed and/or implemented research projects on behalf of the University Department for agencies like TALEEM Research Foundation-Ahmedabad (since 1999), Castle Peak Pictures and Advertising Avenues India (2003), Mudra Videotech Ltd (2001), Zee Telefilms (2000) and DECU-ISRO (2001).

→ As an independent researcher- carried out four commissioned research projects for Development & Educational Communication Unit, Indian Space Research Organisation (DECU/ISRO) Ahmedabad (1996-2002) and Cultural diversity profile of India for the UNESCO-AMIC diversity in Asia project (2006).

→ Production team member for DECU-ISRO documentary *Awaiting for the dawn* (Aga Khan Rural Support Programme, 1992), scripting for *Better Be Tobacco Free*, Anti-Tobacco day programme and Scripting and Anchoring of number of women's programmes for Doordarshan, Ahmedabad (1993-1995), English scripts for Consumer Education Research Centre and Entrepreneurship Development Institute, Ahmedabad during 1991 to 1993 on subjects ranging from *Charms of being an entrepreneur*, *Information is power*, *Poisons in food*.

→ Invited Panel member on *Media in Focus* one-hour live weekly talk show of Cheche Lazaro on Philippines television channel ABS-CBN (2008) and Kiran Juneja show *Fasle* for Doordarshan (2001).

INTERNATIONAL PARTICIPATIONS:

Participated in the following conferences and presented papers:

→ 23rd AMIC Annual Conference at Dubai, June 10-13 2015, Presented paper.

→ 22nd AMIC annual Conference at Yogyakarta Indonesia, July 4-7 2013. Presented paper on India media/communication education and chaired two panels on Community development and social media.

→ 21st AMIC annual conference at Shah Alam, Malaysia, July 2012. Presented paper on Media educators and chaired a Plenary on Gender and Media.

→ 5th GCRA Conference at South China Normal University at Guangzhou, China, December 2011 and also delivered Key-note speech.

→ 20th AMIC annual conference at Hyderabad, June 2011 and chaired two parallel sessions on Gender and ICT.

→ 60th International Communication Association conference at Singapore (June 2010) and chaired a parallel session of feminist scholarship division.

→ 19th AMIC annual conference at Singapore (June 2010)- presented paper and chaired a parallel session panel on 'Gender and ICT'.

→ 18th AMIC annual conference at New Delhi (July 2009), the book was released in Asian Media research panel by the co-author Dr Binod C Agrawal. Interviewed Dr Agrawal for EMPC-IGNOU production.

→ 17th AMIC annual conference at Manila-Philippines in July 2008 where was one of the plenary panel member for "Asian communicator in Global Environment".

→ 16th AMIC annual conference at Singapore in June 2007 and participated as a syndicate member of First world journalism education congress.

→ Presented paper at 15th AMIC annual conference at Penang-Malaysia (July 2006)

→ Global Communication Research Association Conference and Executive Committee meeting at BHU, Varanasi (January 2003)

→ 23rd General Assembly and International Conference of International Association for Media and Communication Research (IAMCR) at Barcelona-Spain (July 2002).

→ Under Represented Areas Network for Media and Communication Researchers at Macquarie University, Sydney-Australia, (September 2001)

→ 22nd General Assembly and International Conference of IAMCR at Singapore (July 2000).

→ International conference on women's Education and Empowerment organized by Royal Netherlands Embassy and Department of Education, Government of India at New Delhi (March 1995)

NATIONAL PARTICIPATIONS/PRESENTATIONS:

Participated in the seminar/workshop/conferences and presented papers at:

- Invited at Jamia Millia Islamia New Delhi for a E-PG Pathshala for Workshop in November 2016 on courseware development and paper coordinator for "Development Communication" which is part of MA in Communication studies.
- Invited resource person at CMS Summit on Media Education at New Delhi on 7th August 2015.
- Invited speaker for Media Summit, K C College, Mumbai in March 2014.
- Invited speaker and paper presenter at 33rd Biennial conference of Home Science Association of India on '100 years of Home Science in India' in December 2013 at M S University, Baroda.
- National Seminar on Women Development and Empowerment in India – Vision, Mission and Action- 24th-25th January 2013 at M S University Baroda and Chaired a session and presented on 'women and media'.
- Third People's Education Congress at Gujarat Vidyapith, Ahmedabad-Nov 19-22, 2012 chaired and presented a paper on 'Marriage of ICT with Indian Education: Dream or Reality?'.
- UGC Sponsored seminar "Aging women in 21st century: Emerging issues and challenges as an expert on "Elderly and Media" at M.S. University, Vadodara, 27th and 28th January, 2011.
- 13th National Conference of Indian Association of Women Studies at Mahatma Gandhi International University, Wardha (21-24 January 2011)
- National seminar on Journalism in India: From Mission to Profession - 1947 to 2010 at University of Mumbai (18-19 November, 2010)
- UGC sponsored national seminar on issues of language and law at Department of Applied linguistics, SNDT (24-25 March, 2010)
- National Symposium on Challenges and Opportunities of Media Education in India organized by UNESCO and IGNOU at New Delhi (November 20-12, 2009)
- Broadcast India 2009 at Mumbai (October 29-30, 2009)
- National seminar on Emerging India – Opportunities and Challenges: A Socio-Economic Perspective at Mumbai (January 7-6, 2009)
- National Symposium on Girls and Girlhoods at Mumbai (November 6- 8, 2008)
- Indian Association of Women's Studies Silver Jubilee conference at Lucknow (February 2008)
- National seminar "Power of language in mass media: A socio-communicative perspective" at Mumbai (March 2008)
- 31st session of Indian Social Science Congress at Mumbai (December 2007)
- National conference on Academic excellence in higher education at University of Mumbai Department of Education, Mumbai (December 1999)
- Centre for Development Communication, Gujarat University, Ahmedabad (November 1995)
- National Diary Development Board, Anand (June 1993)
- National workshop on Material development for Neo-literates organized by Nirantar New Delhi (May 1995)
- Western Region Workshop of Gujarat State Social Welfare Advisory Board in collaboration with National Commission for Women at Ahmedabad (March 1993)

PUBLICATIONS & AV PRODUCTIONS:

- 琿 "Indian television: Many faces" (2010), Authors press, New Delhi.
- 琿 Co-authored "*Television and cultural change: An analysis of transnational television in India*" (2009) with Dr Binod C. Agrawal, Concept, New Delhi.
- 琿 Authored three Gujarati books "Champa Kare Vichar" (for Neo-literates: Navbharat Sahitya Mandir, 1995), "Introduction to Computers and BASIC Programming" (Textbook for First year college students, B S Shah Prakashan, 1994-95), "*Champa Kare Paisa ni Vaa*" (Gujarat Vidyapith, 2006).
- 琿 Contributed to academic journals: Quest for Education (2017), Urban World (2016), Communicator (2012/15), Communication Today (2015), Journal of Media and Social Development (2013), Media Watch (2012, 2013), Indian Journal of Home Science (2009), Indian journal of media studies (2009), Journal of Global Media (2008, 2013), International Journal of Women's Studies and Gender Research (2007), Global Media (2005), Journal of Communication Studies (2004), Samyukta (2002), S.N.D.T. Women's University Research Journal (1999), Interaction (1993).
- 琿 Contributed in online spaces (<http://infochangeindia.org>, <http://india.indymedia.org/>) and monographs and blogger at Wordpress since January 2011 and ICT for Higher Education on blogger from 2012.
- 琿 Contributed chapters to edited books: "Media and Globalisation" (Srinivas, 2014), "Cultural Values and Reality TV: Manufacturing Marriage" (Bunton and Wyatt, 2012), "15 years of Internet in India" (Rao and Manzar, 2011), "Girls and Girlhoods at Threshold of Youth and Gender" (Patel, 2010) "Issues in Information and Media Literacy: Criticism, History and Policy" (Leaning, 2009), "Feminist Development Communication: Empowering Women in the Information Era" (Prasad and Joshi, 2009), "Handbook of mobile communication studies" (Katz, 2008), "Children, Youth and Electronic Media" (Joshi, 2005), "Faces of Globalisation" (Chitty, 2003), "Political Communication: The Indian Experience" (Prasad, 2003) and "Communication and Empowerment of women: strategies and policy insights from India" (Prasad, 2004).
- 琿 Contributed study material for Undergraduate courses of Centre for Distance Education S.N.D.T. Women's University, M.A. courses for Institute of Open and Distance Learning, University of Mumbai, Master programme of School of Gender-women's Studies as well as School of Mass Communication at IGNOU.
- 琿 *Initiated*-designed-written & published Sixteen issues of quarterly Gujarati Newsletter "Apani Vat" for Mahila Samakhya Gujarat (Programme of Education for Women's Empowerment) 1992-96.
- 琿 Gujarati/Hindi articles in a book 'Nari Samvedna', Gujarati daily- Sandesh, (1994 and 1996), and magazines like Nari Mukti (1996) and *Jai Shukleshwar* (1992, 2004) and a Hindi magazine Antarang Sangini (2011).
- 琿 32 English articles on various topics for Response Department of The Times of India, Ahmedabad (1991 to 1995) besides contributions to CFBP Jagaran (2001), *Mosaic* (2000 to 2003) and *Ice Age* (2004).
- 琿 *Written and directed Shakshrta ni Sathware: Role of Mahila Samakhya Gujarat in Total Literacy Campaign 35 min VHS Documentary for Mahila Samakhya* (Baroda) Gujarat in 1994 and worked on a group-film project *Life of Choice* at Sixth South-Asian workshop on Women and Media in Development in December 1993.
- 琿 Produced and directed *Kilkilat* toothpowder advertisement for a manufacturer of the product and copy edited Science textbook chapters in Gujarati for Tata-Mac Graw Hill Publishers in 1992.

Self-funded RESEARCH WORK

- 琿 Media coverage of rape and responses of female students, 2014.
- 琿 Profile, Perceptions and Practices of Indian Media/communication educators, 2013.

- 璫 Mobile and Internet in the day-to-day life of hostelites at SNTD Juhu campus, Independent research in collaboration with the postgraduate students, 2010.
- 璫 *Comparative Study of Influence of Transnational Television on Gujarati and Marathi Speaking Households in Mumbai, Doctoral Research under the guidance of Dr. Binod Agrawal, from Department of Extension Education, S.N.D.T. Women's University, October 2003.*
- 璫 *Television in Distance Education: Content Analysis of IGNOU Telecast, Diploma in Distance Education Dissertation, self-guided, Indira Gandhi National Open University, New Delhi, October 1992*
- 璫 *Television in the Lives of Old: An Exploratory Study, Master in Development Communication Dissertation, Under the guidance of Dr. Binod Agrawal, Centre for Development Communication, Gujarat University, Ahmedabad, March 1990*

INTERNATIONAL VISITS:

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|---|--------------------------------------------|---|----------------------------|
| → | Dubai, UAE | : | June 2015 |
| → | Yogyakarta, Indonesia | : | July 2013 |
| → | Guangzhou, China | : | December 2011 |
| → | Manila, Philippines | : | July 2008 |
| → | Penang/Shah Alam Malaysia | : | July 2006/2012 |
| → | Barcelona, Spain | : | July 2002 |
| → | Sydney, Australia | : | September 2001 |
| → | Singapore | : | June/July 2000, 2007, 2010 |
| → | Florida/New York, United States of America | : | November 1998 |

LANGUAGES KNOWN:

- Gujarati, Hindi, English, Functional Marathi

MEMBER / LIFE MEMBER:

- Asian Media Information and Communication Center
- AV-CODE, Ahmedabad
- Gujarati Lekhak Mandal, Ahmedabad
- Global Communication Research Association, Australia
- Home Science Association of India
- Indian Academy of Social Sciences
- Indian Association of Women's Studies
- International Association of Media Communication Research, UK (2000-2004, 2014)
- International Communication Association (2010)

March, 2017
Mira K Desai

Mira K Desai: BRIEF PROFILE

Mira is at present Associate Professor in Communication Technology and In-Charge Head at the University Department of Extension Education, S.N.D.T. Women's University, Mumbai which she joined in July 1998 on a full-time basis. She started her professional career as Social Researcher with DECU/ISRO and eventually worked at EMRC Ahmedabad and Mahila Samakhya Gujarat prior to joining SNTDWU in 1997.

She has formal qualifications in Commerce, Development Communication, Distance Education, Extension Education, Participatory Research, Women's Studies and gender. She has worked for print media (reporting for TOI Ahmedabad), television production (researcher, scriptwriter and anchor), Internet (blogger as well as content provider), and alternate media (newsletter editor and documentary filmmaker) environments besides field experience in rural women's empowerment programme before entering academics.

She has presented papers at number of IAMCR and AMIC conferences and has number of publications to her credits including five books and Government of India recognition for her book manuscript for neo-literates besides research publications, book chapters and popular articles. Her areas of interests are audience reception, Indian television, research methodology, women's studies/gender and development, and sociology of technology.