

A.S. CHAN DRA MOULI

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EDUCATIONAL QUALIFICATIONS

Boston University, USA

Masters in Public Health **1984**

University of Mysore

M.A. in Psychology **1972**

PRESENT OCCUPATION

- Currently working as Professor and HoD, Dept. of Mass Communication and Journalism, AIGS
- Retired as Deputy Director (Audience Research & Marketing) at Doordarshan, Bangalore since December 2004. Also, Head of Unit and reporting directly to the Directorate General, Doordarshan, New Delhi;
- Previously, worked as Director-in-charge, Audience Research at the Directorate General, Doordarshan, New Delhi. The above involved administrating the audience research units of different Kendras in the country;
- Worked as Audience Research Officer (1985-1997) and as Deputy Director (Audience Research – 1997- 2002) at All India Radio Bangalore.

ACHIEVEMENTS

- **Won the prestigious Akashvani Annual Award thrice for the Best Audience Research Report in 1996, 1998 and 2000;**
- Jury member for selection of programmes for State-level Awards; adjudged entries for National Akashvani Awards;
- Evaluation of the serial on Nature Education and Social Forestry(Nisarga Sampada) concurrently drew the attention of BBC;
- Prepared presentations for all Parliamentary Committee meetings;
- Regular resource person at the staff training institute which trains the programme personnel on various aspects of broadcasting and newly emerging trends;
- Done several interviews, moderated discussions while at A.I.R., Bangalore and written several radio plays.

DOORDARSHAN

- Working closely with Sponsored & Commercial section of the Kendra and providing advice on programme content and revenue generation
- Responsible for correspondence with various institutions and maintaining public relations;
- Also designated as the Public Grievance Officer for the Kendra.

Achievements

- **Defended Doordarshan in two major Arbitrations involving ZEE T.V. and ME ;**
- Served on the Creative Advisory Committee headed by **Aleq Padmasse;**
- Provided very useful inputs while conceptualizing the ‘Krishi Darshan’ by the Ministry of Agriculture, Government of India;
- Planned several popular and viewer friendly programmes such as, Chandanotsava, Madhura Manjula Gaana, special programmes for major festivals in India;
- Served as an active member on the Committee constituted for vetting of the audio-visual content used by political parties for campaigning, other members being the Chief Electoral Officer and the Joint Chief Electoral Officer; [I was nominated by the Ministry of Information & Broadcasting]

ACADEMIC AFFILIATION

- **Member, Board of Studies for PG in Mass Communication & Journalism** for the following Universities:
 - Bangalore University**
 - Mangalore University**
 - Bijapur University**
 - Tumkur University**
 - Christ University**
 - Mysore unjversity**
- Currently nominated to the Academic Advisory Board for Film Studies to be commissioned by the Bangalore University.
- Currently, working as Professor at the Bharatiya Vidya Bhavan, Bangalore
- Visiting Professor at The Dept. of Electronic Media, Bangalore University; Acharya Institute of Media Studies and National Business School, Bangalore; 2004=2010
- Regular Guest faculty at Manipal University (Bangalore & Mangalore), Kuvempu University (Shimoga), Siddharatha University (Tumkur), Karnatak University (Dharwad), Women’s University (Bijapur) and Kannada University (Hampi);
- Member, Board of Examination for the following Universities: Manipal University

(Bangalore for MBA in Media and Entertainment), Manipal University (Manipal for Mass Communication), Kuvempu University (Shimoga), Mangalore University, Bijapur University, Tumkur University, Bangalore University and Bharatiya Vidya Bhawan;

- **Governing Board Member** for Acharya Institute of Graduate Studies and National Business School, Bangalore.

Member, Board of Examiners, Dayanand Sagar University from 2017
Trutee, Bangalore Environment Trust , 2017

PUBLICATIONS

- Book on population in Kannada called '**Janasankhe**', published by the Kannada Book Authority, Government of Karnataka;
- **Nearly 300 reports/articles on radio programmes, television and media;**
- Book called '**Broadcasting**' – to be published by the Kannada University, Hampi;
- Glossary in Kannada on Electronic Media published by the Kannada Development Authority in 2003
- Article on 50 Years of Akashvani & Doordarshan in Karnataka, published by the Karnataka Development Authority in 2002 in Karnataka Sangathi

GOVERNMENT COMMITTEES

- Served as a member on the Vision 2020 Committee for culture and tourism component;
- Currently serving as a member on the assessment committee for departmental Promotion at IIHR, Hesaraghatta Bengalore.
- Worked as nominated member of the Election Commission of India on the committee for screening and publicity content of the Political parties on Electronic Media in the State. This committee worked for both Parliamentary and state elections (2006 -2011)

Served as Chairman, Syllabus Committee on Environment for primary level education; 1996

OTHER DETAILS

- **Languages Known** – English, Kannada, Telugu, Tamil and Hindi
- **Residential Address** – #9, Sheshashraya, 202, 6th Cross, off 80 feet road, RMV II stage, Bengaluru-560 094