

Dr. GAYATRI.INDRAKANTI

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Objective:

To secure a Professor position to merge my enthusiasm, talent and positive attitude for learning and teaching with adult students to develop their professional and employability skills and attitudes. To offer quality education to students with my experience and knowledge and with my cordial nature, would like to build good rapport with students as well as teachers around me.

Professional Summary:

- *Working as Assistant Professor at S K Somaiya College, Somaiya Vidyavihar University, in the Department of Mass Communication and Journalism since Jan 2021, teaching Mass Media Research, News Processing and Editing, Principles of Electronic Media, Media Criticism and Developmental Communication to MA CJ AND MA EMA students. Also teaching Introduction to Media and Communication, Introduction to Electronic Media, Literary Criticism, Globalisation and Media Economics, Communication for Development, Media Marketing and Event Management subjects to the students of BA MCJ(H) AND BCoM (H) students.*
- *Worked as Adjunct Faculty (guest lecturer/visiting faculty) at Andhra University in the Department of Journalism and Mass Communication since 2016 to 2021 March teaching Communication Theories, Gender and Communication and Development Communication to the students of MA JMC and MS Communication Studies.*
- *Worked as Asst.Professor in the Department of Management Studies, Gayatri Vidya Parishad College for Degree & PG Courses (A), Rushikonda teaching English, Human Values and Professional Ethics, Organization Behaviour, Leadership Education to the students of BBA, MBA, and Engineering from Sep 2015 to June 2020.*
- *Enjoyed working as Adjunct Faculty at USIU (United States International University), Nairobi, Kenya in the School of Humanities and Social Sciences from October 2011 to October 2013.*

- *Has been associated with APEC Consortium, Nairobi, Kenya as Corporate Communications Trainer in the Department of HR from 2011 to 2013*
- *Started my career as Asst.Professor in the Department of Mass Media, SIES College for Arts, Science and Commerce, Nerul, Navi Mumbai from July 2006 to July 2011. Taught Effective Communication Skills, Business Communication and Presentation and Communication Techniques to the students of Mass Media, Management studies and Engineering respectively.*

Education-

1) *Awarded PhD from Andhra University in the Department of Journalism and Mass Communication in 2019.*

Topic- " Print media coverage of adolescent issues: An analysis of newspapers".

2) *MA Sociology- 2011to 2013.*

3) *MA JMC-2008-2010.*

4) *MA English Literature-2003-2005.*

5) *BA English Literature, Psychology, Political Science-1988-1991.*

Work Experience:

A) 2021-

At SK Somaiya College

- 1) NAAC- Criterion II Incharge – Somaiya Vidyavihar University.
- 2) IQAC member.
- 3) Academic Audit member.
- 4) Examination Committee Member.
- 5) Information cell member.
- 6) Time Table Committee Member
- 7) Institutional Students Grievance Redressal Committee member.
- 8) Career Guidance cell member.

B) 2015 to 2020-

At GVP-

- 1) NAAC Committee member- 2019
- 2) NBA Committee member-2019.
- 3) Program Coordination Committee member- 'Asthra' Management fest-2015-20.
- 4) IWN member - 2017 -2020

C) 2006 to 2011-

At SIES-

- 1) Magazine committee Convenor-2007 to 2010.
- 2) Library committee Convenor-2007 to 2010.
- 3) Students Council member-2006 to 2011.
- 4) Co- curricular activities committee Convenor-2008 to 2011.
- 5) NAAC committee member-2009.
- 6) Editor- National Research Conference-2010.
- 7) Parent-Teacher Association Convenor-2010-2011.
- 8) Frames Film Festival Chairperson and Coordinator-2008 to 2010.
- 9) Media Rush (Annual journalism conference) Coordinator- 2007 to 2010.

D)

- 1) Accompanied student participants for National Women's Parliament organized at Amaravathi (AP capital city)- Feb 2017.
- 2) Accompanied student participants to Jnanabheri program conducted by the then Chief Minister of Andhra Pradesh-2018.
- 3) Accompanied student participants to various inter collegiate competitions-2015 to 2019
- 4) Accompanied students of Mass Media to IFFI, Goa-2007.
- 5) Accompanied students of Mass Media to FTII Pune-2008 and 2009.

6) *Accompanied students of BMS to MALA Jams Factory-2008.*

7) *Has been in the panel for MBA admissions for students-2010.*

Teaching Experience-

- *Guide Scholars of the Research Program at S K Somaiya College, Somaiya Vidyavihar University*
- *Guide students for their Dissertation at the Masters level (MA CJ AND MA EMA).*
- *Plan, prepare and provide lessons to students.*
- *Maintain records of student's progress.*
- *Assist and participate in curricular revision and academic planning activities.*
- *Assess and evaluate semester end answer scripts as external examiner.*
- *Facilitate the conduct of Personality Development Sessions.*
- *Meet parents to address and interact on issues related to students at Parent - Teacher meets.*
- *Mentor a section given by the Course Coordinator.*
- *Advice students for literary activities conduct.*
- *Hold and monitor discussions and debates in the classroom.*
- *Provide and grade assignments and papers.*
- *Counsel students about individual progress and regarding course of study.*

Academic/Curriculum Planning and Design Experience-

Proposed and designed the Syllabus for Mass Communication and Journalism PhD Entrance Examination- 2020.

Member/ Invitee Board of Studies- S K Somaiya College,SVU and GVP College for Degree & PG Courses (A).

At S K Somaiya College- designed the curriculum and courses like Academic Writing, Political and Intercultural Communication for the PhD Program, Globalisation and Media Economics and Communication for Development for the Under Graduate level.

F) Publications, Seminars, Conferences, Workshops and FDPs:

Publications-

- 1) “ *Adolescent Issues and Print Media*” By Prof D V R Murthy and Gayatri Indrakanti in *Andhra University Journal of Humanities & Management . Vol.4, NO.1-2,January-June, July-December-2018. ISSN 2321-9386, College of Arts and Commerce, Andhra University, Visahapatnam-530003.*

Seminars-

- 1) *Participated and presented papers in many webinars, web series,FDPs (national and international) from March 2020 to present(during the Covid 19 pandemic, new normal times).*
- 2) *Participated in the 2 day National Workshop on “Emerging trends in English Language Teaching (ELT) for the students of technology conducted by ELTAI on 7th and 8th of February 2020.*
- 3) *Presented paper in a two days Seminar on “Literature as reflection of life” organized by the Department of English,Andhra University, on 20th and 21st September 2019.*
- 4) *Participated in UGC- National Symposium on "Gandhian approach to rural development and communication"- organized by Gandhian Studies Centre in association with the Department of Journalism and Mass Communication on 31st July 2017.*
- 5) *Presented paper in National Seminar on "Human Values" organized by Visakha Govt. Degree & PG College for Women in Association with Tejaswi astitva foundation, New Delhi on 29th January 2017.*
- 6) *Presented paper in UGC National Seminar on "Re- visiting T.S.Eliot" organized by Department of English, Andhra University on 30th and 31st August 2016.*
- 7) *Presented Research paper in International Hindi Seminar on "Lord Rama- a character of Eternal Relevance" organized by UGC New Delhi and Department of Hindi,AU on 5th and 6th March 2016.*
- 8) *Presented Research paper in International Hindi Seminar on "Lord Rama- a character of Eternal Relevance" organized by UGC New Delhi and Department of Hindi,AU on 5th and 6th March 2016.*
- 9) *Participated in the NAAC sponsored National Seminar on “Involvement of students in quality enhancement of higher educational institutions" organized by Sambhram academy of Management studies, Bangalore on 27th and 28th September 2012.*
- 10) *Participated at 2nd USIU Seminar on "Postmodernism & Post- Colonialism in Philosophy, Film and Literature" organized by the School of Humanities and Social Sciences of USIU in collaboration with the Embassy of Spain in Nairobi from 13th to 22nd March 2012.*

11) Presented paper at National Research Conference on "McDonalds influence on Indian consumer- a case study by using tri- component model of attitude" organized by SIES College of Arts, Science & Commerce, Nerul on 5th October 2010.

12) Participated in UGC sponsored National Conference on "Landscapes of Learning: A celebration of diversity" organized by Bombay Teacher's Training college, Mumbai and Hyderabad (Sind) National Collegiate Board on 6th and 7th of April 2010.

13) Presented Research paper UGC sponsored National Seminar on "Regional issues in India" organized by Department of Political Science, RGCC and Smt.SGW college of Arts, Banda, Sawantwadi, Maharashtra on 30th and 31st January 2009.

Conferences:

1) Presented paper at UGC International Conference on " Indian Women: From tradition to modernity" organized by Language Departments, St.Joseph's College for Women and Dakshin Bharateeya Rajbhasha Sansthan on 14th and 15th July 2018.

Continuous process of Development and Faculty Development Programs –

1) Successfully completed and secured 'Elite' certificate in "Effective Business Communication" conducted by NPTEL, IIM Bangalore in November 2019.

2) Successfully completed and secured 'Elite' certificate in "Ethics in Engineering practice" conducted by NPTEL, IIT Kharagpur for a duration of 8 weeks from Feb to April 2019.

3) Successfully completed and secured certificate in "Literature, Culture and Media" conducted by NPTEL, IIT Roorkee for a duration of 12 weeks from January to April 2019.

4) Successfully completed "Advanced Refresher Course in English Language Teaching" (ARPIT) conducted by SWAYAM on 30th March 2019.

5) Participated in the One -week FDP for Women faculty in Universities and Colleges of Higher Education on "SCTMSHE-2019" organized by Teaching Learning Centre (TLC), NIT Warangal during 3rd to 8th June 2019.

6) Participated in the one week FDP on "Values and Ethics- Need of the hour" organized by the faculty development centre , Banasthali Vidyapith, Rajasthan during 17th - 23rd December, 2018.

7) Participated and obtained "A" grade at the UGC sponsored "Orientation Program" organized by UGC Academic Staff College, University of Mumbai from 6th October to 2nd November 2010.

Workshops-

- 1) Organized the One day workshop on "Assertive teaching: A multifaceted task-through enhancement of Soft Skills" on 29th April 2019.
- 2) Organized Two day workshop on "Teachers Orientation Program: Think, Opt and Proceed" on 24th and 25th April 2019.
- 3) Organized and participated in the Two day workshop on "Intellectual Property Rights parents inventions: Procedure, Practice and Protection" on 13th and 14th March 2019.
- 4) Successfully completed the One day workshop on "Identifying fake content in internet & fact checking" in the Department of Journalism and Mass Communication, Andhra University on 25th February 2019.
- 5) Successfully completed Two day workshop on "Leadership" organized by CTC Training Resources Pvt.Ltd on 26th and 27th January 2019.
- 6) Successfully completed a workshop on " Assessment of English Language Skills: Developing Rubrics" conducted by Department of English GVP College of Engineering (A) Madhurawada on 23rd June 2018.
- 7) Successfully completed 6 day workshop on " Effective Technical Writing in Academic, Research & Business Settings" conducted by GITAM University from 22th to 16th December 2017.
- 8) Successfully completed one day workshop on "Train the Trainer" organized by Gandhian Studies Centre in collaboration with Linguistics Research Society on 4th September 2016.
- 9) Participated in the Two day workshop on "Research Methodology" organized by SIES College of Arts, Science & Commerce on 4th and 5th April 2008.
- 10) Successfully completed the ISTE approved One week STTP on " Soft Skills- The Art of Communication" organized by SIES Graduate School of Technology, Nerul, Navi Mumbai during 7th to 11th January 2008.
- 11) Participated in the Two day workshop on "Advanced Teaching Methodology" conducted by SIES College of Arts Science and Commerce, Nerul Navi Mumbai on 27th and 28th October, 2007.

Education-

4) Awarded PhD from Andhra University in the Department of Journalism and Mass Communication in 2019.

Topic- " Print media coverage of adolescent issues: An analysis of newspapers".

5) MA Sociology- 2011to 2013.

6) MA JMC-2008-2010.

4) MA English Literature-2003-2005.

5) BA English Literature, Psychology, Political Science-1988-1991

Hobbies-

Singing, Network building, Travelling, Learning new languages and cooking.

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