

1. Details of the Teacher/ Academic : Teacher

Name & Date of Birth :	Dr. Shikha Rai 2 nd October 1981
Date of Joining in IGNOU:	1 st May 2009
Current Designation :	Assistant Professor
Pay Scale as on date :	Level-11 (68900-205500)
Qualifications :	Ph.D. Mass Communication PGDDE (Post Grad. Diploma in Distance Education) PGDEL (Post Grad. Diploma in E-Learning)

2. Honour/Award/Fellowship/membership of Professional body/ Statutory body (internal/ external) received by the Teacher/ Academic:

Name of the recipient	Honour /Award/ Fellowship name/ membership of Professional body/ Statutory body	Agency name /Name of statutory body/ institution/ Apex body	Period
Dr. Shikha Rai	CoL fellowship for Post Grad Diploma in E-Learning	Commonwealth of Learning (CoL)	1 year (2013)

3. Books/Book Chapter:

- Co-author/co-editor if any, title, place of publication, publisher, Year, page (no) s, ISBN No

SNo.	Name of Author1/ Editor 1, & Co- author (s) / Co-editor (s) (if any)	Title of chapter/book	Place of publication	Publisher	Year	Total Pages	ISBN No.
1.	Dr. Shikha Rai (first author)	Media and ICT: Rural development through public participation	Patiala	Publication Bureau, Punjabi University, Patiala	2016	40-47	ISBN978-81-302-03744
2.	Dr. Shikha Rai (sole author)	Cultural variation, changing content and audience needs: a study of four leading newspapers of India	Gurgaon	Chairperson, Dept. of CMT, GJUS&T, Hisar. Earth Vision Publications, Gurgaon	2016	31-58	ISBN978-93-849-22290
3.	Dr. Shikha Rai (Sole author)	Contemporary Journalism: Marketing and	Delhi	Vishwagayan Prakashan	2019	88-113	ISBN 9789383837700

		Communication Strategies in Leading Indian Newspapers					
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4. Research Articles/Publications:

SNo.	Author/ Co-author (if any)	Title	Name of Journal	Volume	page no. (s)	Year	ISSN No
1.	First author	Management of employee relations in Hotel Industry: a case study of Crowne Plaza Surya	Journal of Communication Studies	Vol.4, No.2	98-111	2005	None
2.	Sole author	PR Efforts in hotel for Tourism Promotion: a study of Crowne Plaza Surya	Journal of Communication Studies	Vol 25, No.3	33-45	2007	None
3.	First author	Media induced consumerism: a study of the Times of India	Media Watch	Vol.1, No.2	76-82	2010	ISSN 0976-0911
4.	Sole author	Brand Promotion through Political Communication on Internet: a case study of Times of India	Communication Today	Vol.14, no.4	Page 65-74	2012	ISSN0975-217X
5.	First author	Marketing and Communication Strategies for Customer Retention by leading Hindi newspapers	International Journal of Communication Development	Vol.2, Issue3	Page 22-33	2012	ISSN-2231-2498
6.	Sole author	Corporate Social Responsibility and Image Building: a study of NTPC Dadri	Aspirare: An international journal of commerce and management	Vol.1	Page 22-27	2014	ISSN2394-0484
7.	First author	Political Economy of Media Advocacy and Human Rights in India	Amity Journal of Media & Communication Studies	Vol.4, No.1-2	Page 85-91	2015	ISSN2231-1033

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8.	First author	Managing Circulation: Strategic CSR, Branding and public communication efforts of four leading newspapers of India	Media Communique	1, issue 1	Page 12-28	Apr-Sept. 2015	ISSN239 5-3780
9.	Second author	Crime by the commons, emerging trend in social media.	Journal of content, community and communication	8	Page 35-41	Dec. 2018	ISSN 2456 9011
10	Second author	Resurrecting realism: a study of internet film genre in indian context	International Journal of communication Development	Vol.9, issue 1&2	26-34	July-Dec 2018	ISSN 2231 2498
11	Second author	Body image disturbances and Fitspiration; a study of social media effects on audience	Research journal social Sciences, Panjab University	Volume 25, Issue 3	Page 137-159	2017	ISSN 0251-348X

5. Policy Documents Reports/ Mimeos:

SNo.	Title	Institution/ Agency	Year
1.			
2.			
3.			

6. Book Review published :

SNo.	Author/ Co-author (if any)	Title	Name of Journal	Volume	page no. (s)	Year	ISSN No

7. Presentation/Invited talk/Chair in National or International Seminar/Conference/ Workshops (Please do not mention if it is only participation without presentation)

SNo.	Author/ Co	Title of presentation,	Name Organizing	Conference	City	Date and Year

	author (if any)	/Talk/Lecture	institute			
1	First author	Emerging business trends in media: a study of the Times of India	Asian Media Information and Communication Centre, Singapore	Media, democracy and governance: Emerging Paradigms in a Digital age.	New Delhi	July13-16, 2009
2	First author	Media participation as a new trend of media literacy: a study of Delhi and Jalandhar newspapers.	IGNOU-UNESCO	Challenges and Opportunities of Media Education in India	New Delhi	20-21 st Nov.2009
3	Sole author	Conventional vs ODL teaching: a case study of IGNOU	AIAER-LPU, Jalandhar, Punjab	Professional development of teachers and teacher educators	Jalandhar, Punjab	Nov.12-13, 2010
4	Sole author	Use of ODL tools for conventional teaching: case from IGNOU	PCF6	Access and Success in learning: Global Development Perspectives.	Kochi, Kerala, India.	Nov.24-28, 2010
5	Sole author	Brand promotion on internet: a study of Times of India	Amity University, Rajasthan	Changing paradigms of Media landscape in the Digital age: issues and perspectives.	Jaipur, Rajasthan	March 4-5, 2011
6	Sole author	The Winning Strategy: Marketing and Communication Efforts of leading Indian Newspapers	Punjabi University, Patiala.	Changing Global Paradigms of Mediascape'	Patiala	Oct 21-23, 2011
7	First author	Newspaper business: Transition from one way to participatory communication, sellers market to buyers market	Guru Jambheshwar University of Science and Technology, Hisar, Haryana.	Media Alteration: Mission, Profession & Corporatization	Hisar, Haryana	March 16-17, 2012
8	Sole author	Awareness of household science amongst urban housewives: a study of Delhi	Indian National Science Academy,	Indian Science Communication Congress on 'Risk Communication and Development'	New Delhi.	December 17-21, 2012

		NCR				
9	First author	Social Dimensions of New Media	Dept.of Journalism and Mass Communication, Punjabi University, Patiala.	Social Dimensions of New media	Patiala	Jan 31-Feb1, 2013
10	Sole author	Managing Circulation In Market Driven Environment: Need gratification by four leading newspapers of India	Maharaja Agrasen College, DU.	Freedom of Expression: Ethical Parameters and Market Forces in Media Industry'	New Delhi	March 8-9, 2013
11	Session chair	Media Governance and Youth	ICSSR-GGSIP University	Media Governance and Youth	Delhi	May 21-22, 2013
12	Sole author	Media during Anna movement: an analysis	Delhi University	Constitutional Development and Nation Building'	New Delhi	Oct. 26-27, 2013
13	Co - author	Researching Human Rights Issues of the Subaltern cinema: a case study approach	Panjab University, Chandigarh.	'Human Rights of Marginalised groups: Understanding and Rethinking Strategies	Chandigarh	Feb.5, 2015
14	Sole author	Corporate Social Responsibility and Image Building: a study of NTPC, Dadri	Shyam Lal College, Delhi University.	Corporate Social Responsibility: Expectations, Reality and Challenges	New Delhi	Feb. 6-7, 2014
15	Sole author	Image Management Efforts of Newspapers: a study of Audience Perception of four leading newspapers	Maharaja Agrasen College, DU.	Information and Communication Flow in third world	New Delhi	Feb. 21-22, 2014
16	Sole author	Can media highlighting crime against women make society safer for	G.G.S.I.P. university	Gender sensitization and media	New Delhi	Feb.27-28, 2014

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		them? Lessons from north India.				
17	First author	Market Driven Content and Need Gratification: a study of Times of India	Kurukshetra University	Media Literacy: Issues and Challenges'	Kurukshetra	March 29-30, 2014
18	Sole author	Quality concerns in E-learning: a case study of PGDEL of IGNOU	STRIDE, IGNOU.	ODL in India: Present Status and Future Prospects	New Delhi	Sept.29-30, 2015
19	Sole author	Media Perspective of Changing Audience Needs: a study of four leading Newspapers of India	Conference on 'by GJUS&T, Hisar, Haryana.	Development Communication in the Digital Era: Towards Newer Scopes'	Hisar, Haryana	March 16-17, 2016
20	Sole author	Public Driven Journalism and Socio Cultural Representation: a study of four leading newspapers of India	Kalindi College, DU.	Media, State and the Marginalised: Tackling Challenges'	New delhi	March 17-18, 2016

8. Study Tour Organised/ Participated/ Attachment Organized/Internship:

SNo.	Details of the tour	Name of coordinating body	Duration
1.			

9. Consultancy assignment (if any):

SNo.	Organization/ agency	Cost, title of consultancy	Duration

10. Details of Institution/ Government/ Industry / own Institution Sponsored Research Projects (including Programme Evaluation) and Amount (Both completed and ongoing):

SNo.	Agency	Amount	Duration with dates	Status i.e. ongoing/ completed

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11. Details of PhD and MPhil Scholars (including those awarded degree):

SNo.	Name and enrolment no:	Year of registration	Year of completion/ award
1.	Sonali Srivastav, 173101592	2017	To be submitted.

12. Details of Programmes/ Courses coordinated/ written/ edited/ translated:

SN o.	Programme	Course	Unit (print)/ Audio/ Video/ eSLM	Coordinated/Written / Edited (content/ language/ format)/ Translated	Period
1	MAJMC F2F	1 year		Coordinated	2009-11
2.	MAJMC F2F	MJF-204	Teaching	Coordination	2009-11
3.	IGNOU-MAAC	BAAVFX		Coordination	2012
	MAJMC F2F	MJF-403 MA Project thesis	Teaching	Coordination	2012
	MAJMC F2F	MJF -204	Teaching	Coordination	2012
6.	MAEMPM	EMPM-F2F 403	Teaching	Coordination	2012
	MAEMPM	EMPM-f2f 304	Teaching	Coordination	2012
	MAJMC(F 2F)	MJM-025 Media Management	Teaching	Coordination	2013
	MAEMPM (F2F)	EMPM-F2F-401 Media Management	Teaching	Coordination	2013
	MAEMPM (F2F)	EMPM-F2F-402 Communication Research	Teaching	Coordination	2013
	MAEMPM (F2F)	EMPM-F2F-403 Dissertation	Teaching	Coordination	2013
	Ph.D.	Coursewor	Teaching		2013

Regular mode	k			
MAJMC(O DL)	Course 1: Introduction to Journalism and Mass Communication Course 8: Media Management	Video Programme s made 1. Magazine Journalism/ News Reporting 2. Radio Production 3. Radio Broadcast chain 4. News paper Designing 5. Radio Formats 6. Media & Regulations 7. Samachar lekhan ka badalta swaroop 8. Radio Formats for News and Current Affairs 9. IGNOU- UNICEF Media 10. IGNOU- UNICEF Media 11. IGNOU- UNICEF Media 12. Mass Media Audiences	Coordination	2014 2011 2011 2011
MAJMC-1 st year			Coordination	2015 onwards
MAJMC (ODL)	MJM-020 Introduction to Journalism and Mass Communication	Unit 1. Communication Concepts and Process Unit 3. Mass	Coordination	2015 onwards

			Communication Theory Unit 19. Integrated marketing Communication.		
	PGJMC (Running and revision)			Coordination	2016 onwards.

13. Training programmes designed and conducted, duration and dates

SNo.	Programme	Dates	Place	Number of Participants
1.	Soft skills and personality development	8-2-16	Panipat, Haryana	30-40
2.	Communication Skills and Interview techniques	7-3-14	Hisar, Haryana	60-70
3.	IGNOU-DW Train the Trainer	2012	IGNOU, Delhi	15

14. Details of Counselling sessions conducted:

SNo.	Program me	Course	Place	Dates	Duration	Mode (Specify- Face to Face Radio counselling Teleconferencing Web conferencing Any Other)
1	PGJMC	JMC-02	IGNOU, Delhi	25/2/13	45 min	TC
2	PGJMC	JMC-01	IGNOU, Delhi	23/5/13	45 min	TC
3	PGJMC	JMC-03	IGNOU, Delhi	29/7/13	45 min	TC
4	PGJMC	JMC-04	IGNOU, Delhi	26/8/13	45 min	TC
5	PGJMC	JMC-04	IGNOU, Delhi	23/9/13	45 min	TC
6	PGJMC	JMC-01	IGNOU, Delhi	27/1/14	45 min	TC

15. Details of Patents granted (if any):
16. Contribution to IGNOU's corporate life:

SNo.	Chairperson/ Member of Committee	Name of the Committee	Date/ period
1.	Nodal officer	Nodal Officer for Library and Documentation Division, SOJNMS	2012 till date
2.	Coordinator	Teleconferencing	2011-12
3.	Coordinator	DW training programmes	2012
4.	Member	Organising committee for the Foundation Day	2013
5.	Member	Telecast committee	2013
6.	Member	Committee for Architectural Design	2013
7.	Member	Innovation Club	2015 onwards
8.	Member	Committee for screening of applications for consultants in PIU and PIC.	2013
9.	Member	Academic Committee for International Seminar on 'Ethnicity and Development in South Asia: Issues and challenges' organized by SOEDS, IGNOU and ICCR on Jan21-22, 2016.	2016
10.	Member	Committee to enquire into matter related to mismanagement of B.Ed.(VET) of SOVET.	2014
11.	Member	Committee for publication of Open Letter of IGNOU.	
12.	Member	School Board, SOJNMS	2010-14, 2016-18
13.	Member	School Board, SOH	2014-16
14.	Member	Doctoral Committee, SOJNMS	2011-16
15.	Member	School Council, SOJNMS	2011-16
16.	Member	Expert committees of various academic	2011 till date

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		programmes of SOJNMS	
17.	Member	Course design committees of all academic programmes of SOJNMS.	2009-till date

17. Administrative position/s held in the University (even as in charge)

SNo.	Designation	Period

18. Any other contribution/information

Signature of Teacher /Academic

Signature of Director/ Head