

Prof. (Dr.) AMITABH SRIVASTAVA

Profile: In Brief

Academic Qualification: **NET & Ph.D. in Journalism & Mass Communication.**

Academic Experience: **More than 15 years in renowned Universities.**

Media Industry Experience: **More than Seven years with leading media houses. 14 years Additional experience as Script Writer, Documentary film maker, Columnist and Media Analyst for leading media houses/Universities/Govt. bodies (while serving as academician).**

CAREER PROFILE

Milestones in Academia:

- **Central University Rajasthan:** Professor & Head in Department of Culture & Media Studies, Central University Rajasthan from August, 2023.
- **Manipal University Jaipur:** Contributing as Professor & Director, School Media & Communication in this NAAC A+ University from November 2019 to August 2023.
- **Galgotias University, Greater Noida:** Professor & Officiating Dean in School of Media & Communication Studies from July 2015 – July 2018. Program Chair, Ph.D. in the school from July 2013 to July 2018 (More than five years).
- **Sharda University, Greater Noida:** Associate Professor in Department of Mass Communication from October 2010 to June 2013. Contributed as Coordinator and Head of Departmental Research Committee too. (Approx. three years)
- **D.S.V.V, Haridwar:** Lecturer in this First private University of Uttarakhand from January 2006 to March 2009. Coordinator of Media & Creative Production Cell too. (More than 3 years)
- **Dr. R.M. L. Awadh University:** Worked in this Government University on contract as Lecturer of Mass Communication & Journalism from October 2001 to July 2003. (Two Years Approximately)

Guest Lecturer:

Lucknow University: Contributed for the academic session July 2003-04 for the advance Journalism Course.

Film Institute, Lucknow: Contributed for the academic session July 2004-2005.

Experience in Media Industry:

While Serving in Academia: For the last 15 years, contributing for Media Industry. Contributed as Researcher and Script writer for the productions of Doordarshan, Zee TV, ETV etc. Also, have contributed as panelist and columnist for leading media houses of print, electronic and New Media.

- **Sub Editor, Dainik Jagran:** Sub-Editor in Dainik Jagran, Lucknow from October, 2003 to Dec 2005. Contributed for the first page and was In-charge of the foreign page.
- **News Coordinator, upportal.com:** I worked in upportal.com, then biggest bi-lingual news portal of North India as per Alexa Rating from Nov. 2000 to Oct. 2001. This portal was inaugurated by then Prime Minister Atal Bihari Vajpeyee. The portal later merged with Dainik Jagran Group.
- **Script Writer and Researcher, Cine Mass:** Contributed for the projects of UGC and IIM related documentaries through this prominent media house from July '98 to Nov. '01.
- **Trainee Sub Editor, Amar Ujala :** Member of front page team from Nov. '99 to Oct. 2000. Before that completed the internship from the same group.

ACADEMIC QUALIFICATIONS

- **Ph.D. from Lucknow University** on the topic Literacy and Mass Communication with the objective to convert the neo-literates into active audience/readers of mass media.
- Qualified **UGC-NET Examination** with the subject "Mass Communication & Journalism"
- Postgraduation with the subject "Mass Communication & Journalism" from Lucknow University with 57.9 percent.
- Graduation with the subjects Psychology, Sanskrit & History from Lucknow University with 53.1 percent.
- Intermediate in Physics, Chemistry Math's group with distinction in Physics from UP. Board with 61.6 percent.
- High School in Science stream with distinctions in English, Math's, Biology and Social Science from U.P. Board with 71.6 percent.

Refresher Course, Training & New Skill Sets

- Completed the Transmedia Storytelling Course through Coursera from University of New South Wales, Sydney in May, 2021.
- UGC Sponsored Refresher Course in ‘Journalism, Media & Cinema’ from Centre of Professional Development in Higher Education, HRD Centre, University of Delhi in July-Aug 2020.
- Summer Course (Refresher Course) organized by HRD ministry center (Academic Staff College), Lucknow University in June 2016.
- Organized and attended 15 days Faculty development Program on communication research methodology in May 2014 at Galgotias University.
- Theatre Appreciation Course from National School of Drama in June 2018
- Script Writing Workshop conducted by Eminent Bollywood Script Writer Anjum Rajabali. The workshop was organized by FILM WRITERS' ASSOCIATION OF INDIA & WHISTLING WOODS INTERNATIONAL in September 2016.
- Participated in the workshops on different aspects of documentary film making organized by PSBT at India International Centre in 2016, 2017.
- Participated in Executive Development Program organized by Sharda University, Greater Noida on 4-8 June 2012.
- Attended the workshop on film appreciation organized by Public Service Broadcasting Trust on September 11, 2013. Workshop was dealt by Prof. Suresh Chabaria, a well-known FTII faculty and Ex. Director of the National Film Archive of India.
- Participated in the Workshop on Script Writing in March 2012, organized by American Center, New Delhi.
- Participated in the workshops, jointly organized by PSBT, Prasar Bharti and UNESCO, on the topics **Subject in Documentary, Directing the Documentary and Proposal Writing** at India Habitat Centre, New Delhi from 15 to 20 September 2006
- One-year Diploma in Computer Science including the modules of D.T.P. and Data Management.
- Art Appreciation Course organized by State Museum, Lucknow in 1996.

AREAS OF SPECIALIZATION

- **Script Writing**
- **Print Media**
- **New Media Production**
- **Intercultural Communication**

Ph.D. Guidance

- Four PhD. Degrees have been awarded under my guidance. In Two I was the supervisor while in two I was Co-Supervisor.
- One Ph.D Thesis has been submitted. (Cosupervisor)
- Guiding 8 Ph.D. Scholars as supervisor.

Projects

- Selected as an Expert by HRD ministry, Govt. of India for developing the dictionary of Journalism.
- Selected as an Expert by HRD ministry, Govt. of India for developing the compilation of Journalism related definitions.
- Co-PI of ICSSR Major Project (Rs. 7 Lakh) on the Topic '*Hindi Patrakarita Mein Badhti Nakaratmak Pravritti Aur Uske Prabhav Ka Adhyaayan*'
- Consultant for 'Manual Preparation & Training of ODF-S Project' conducted by Centre for Communication & Change-India, Sister Organization John Hopkins University-Centre for Communication Program.
- Assisted for the Communication program, Johns Hopkins University, Bloomberg in research projects especially in the areas of designing, formulation and translation.

BOOKS: 10

- Reputed International Publisher Routledge (Taylor & Francis Group) has accepted my book Media Education for Gen Z for publication.
- Authored Book: Understanding Society & Digital Journalism (2021), Published by Pune University for distance education program) 9789354530548

- Main Author: Classical & Modern Sociological Theories, MP Bhoj University Publications, (2021) ISBN No. 9789354535543
- Co-Author of the book 'Media Law & Ethics' published by Mackingee Publishers, New Delhi in 2019.
- Sole Author: 'Kalyug Ki Betal katha', (2019) published by Navjagran Publications (based on satires on social spectrum). ISBN no. 9788193868096
- Book: Translated "Bharat Mein Jansanchar (2017), Published by Jaico Publishing House, Mumbai (Translation of one of the most popular books "Mass Communication in India"). The book is written by media veteran Prof. Keval J. Kumar, Director, Resource Centre for Media Education and Research, Pune. ISBN: 9789386348623
- Edited Book: Media Charitra (2016), Published by Caliber Publishers and Distributors, Delhi, ISBN: 9788189433413.
- Book Written: Saksharta Aur Jansanchar (2016), Published by Caliber Publishers and Distributors, Delhi. ISBN- 9788189433420
- Translated the book Ragging: Ek Atank (2010), Published by Standard Publications, New Delhi (Translated work of the book 'Ragging: The Red Alert'). Its introduction was written by Prof. Yashpal in 2010. ISBN : 9788190953214
- Edited the book "Ragging: The Red Alert (2010), published by Standard Publications, New Delhi. ISBN: 9788190953207

CHAPTERS IN BOOKS: 7

- Research based chapter 'Role of Digital Social Media in strengthening the Democracy: a comparative case study of Egypt and India' has been published by Amity University, Jaipur in the book "Changing paradigm of Media landscape(2011)". ISBN: 9788180111075. Publisher: Amity School of Communication
- Chapter on Media Education has been published in the book of Prof. Govind Pandey, Head Ambedkar University.
- Chapter "Aachar Sanhita Ke Naam Par Bhrashtachar" on Media Ethics has been published in a book 'Aadhyatmikta, Media and Samajik Badlaav' written by Prof. Anil Ankit, Head Mass Comm Dept of Vardha University.

- Contributed the Chapter on Development Communication for the book, edited by faculty members of Vivekanand Institute, New Delhi.
- Chapter on portrayal of Vamps has been published in the book published on 100 years of Indian cinema.
- Chapter on Traditional Indian Communication was published in the book Jansanchar ki Bhartiya Avdharna Evam Sambhavnayen, published by Mackhingee Publications.
- Chapter **Radio Jockeying and Rebirth of Radio**, for the book ‘Radio Journalism and Production’ (2019) edited by Dr. Dileep Kumar, ISBN: 9789386184856. Published by Galgotia Publishing Company, New Delhi.

Development of Online Content

Developed the module “Media Intervention & Change” for “Society & Media”, a MOOCs project undertaken by University School of Mass Communication (USMC), Guru Gobind Singh Indraprastha University (GGSIPU), an initiative by University Grants Commission under SWAYAM on Open Education Resources. Presented two modules for audio visual content too. After competing with more than 15,000 Online MOOCs course, “Society & Media” has been ranked among the Top 100 courses in the Best Online Course of All Time by Class Central, an independent MOOCs courses aggregator. Year of Development: 2019

PUBLICATION OF RESEARCH PAPERS: 25 including 4 in Scopus and 4 in Web of Science

1. Media Markets Vs Media Institutions: An Analysis from the Perspective of Students Choice and Aspirations at Private Universities in India

Published in Journal of Content, Community & Communication (Peer reviewed Journal of Amity University Publication, M.P.), Vol. 6 Year 3, 2017, ISSN: 2395-7514, Pg. No. 18-25, Main Author (Total 2 second JR Sahu) **(Scopus Indexed)**

2. Students’ Choice and Motivation for Journalism Education in Indian Private Universities

Published in Media Watch UGC listed Journal, Volume 8 (1) 2017, ISSN 0976-0911, Pg. No. 107-121, Co Author (Total 2 Second JR Sahu)**(Scopus Indexed)**

3. Stakeholders at Loggerheads: Aspiration of Media Industry Vs. Realities in Media Academia: A Critical Analysis of FICCI-KPMG Indian M&E Industry Report

Published in Journal of Content, Community & Communication (Amity University M.P. Publication, Vol. 4 Dec 2016, ISSN: 2395-7514, Pg. No. 54-57, Sole Author (**Scopus Indexed**))

4. Making Indian Cricket History : Review of the Film 83

Published in Media Asia, Routledge, Taylor & Francis Group

<https://doi.org/10.1080/01296612.2022.2099637> Co Author (Scopus Indexed)

5. Communication Strategy of Magsaysay Awardee Rajendra Singh & Noble Laureate Kailash Satyarthi: A Comparative Analysis

Published in The Journal of Development Communication, Peer Reviewed International Journal (Malaysia) Volume 27 June 2016, ISSN 0128-3863 Pg. No. 84-95, Sole Author

6. Correlation of Print & New Media Consumption

Accepted for peer reviewed Journal of Applied Journalism & Media Studies (Jonkoping University, Sweden), Main Author

7. Social Sites' Consumption Pattern: A Comparative Study between Indian & Gambian Youth.

Published in International Journal of Communication Development, Peer reviewed journal of GGSIP University, New Delhi (UGC No. 49378, ISSN 22312498), Main Author (Second Author Dr. A. Ram Pandey)

8. A Content Analysis of Journalists' Blogs with Special Reference to Driving Forces for Blog Writing

Published in WJMCR (Peer reviewed Web Journal of Mass Communication Research, January 2013, Co Author e ISSN 2378-7309 (First Author Dr. A. Ram Pandey, Second myself. Third Pashyanti Shukla)

9. Chai Ke Drishya Shraya Vigyapano Me Vaivahik Jeevan Ke Badalte Moolya : Ek Tulnatmak Adhyayan

Published in Media Jagat (Peer reviewed journal of Journalism & Mass Comm. Dept. Kashi Vidyapeeth), Sanyuktank Vol. Jan 2014-Dec 2014. (ISSN 2231-6566 UGC Journal No. 64777) Sole Author (Pg. 37-43)

10. AAtankvaad Par Television Patrakaron Ke Blagon Ka Vishleshan

Published in Sampreshan (Peer reviewed journal of Madan Mohan Malveeya Hindi Patrakarita Sanssthan. Kashi Vidyapeeth Jan-June 2017 (Year 7 Vol. 1 ISSN No. 0976-4410), Pg. No. 47-62; Main Author (Co Author Ashish Kumar)

11. Adalat Ke Faisle Aur Media

Published in Shodh Drishti, Peer reviewed Journal, Jan-March 2012, Vol 3, No. 2, ISSN \: 0976-6650 Pg. No. 289-291 Author: Yogendra kumar Pandey & Dr. Amitabh Srivastava (Only Two

12. Influence of Social Values on Characterization of Vamps in Bollywood

Published in Samagam : Peer reviewed Research Journal on Cinema & Media, Feb 2012, Year 12 Vol.1, ISSN No. 2231-0479, Main Author (second Author Dr. Trishu kumar)page No: 55-57

13. Samvardhnamak Vigyan ki Nai Pravritiyon ka Vishleshanam Adhyayan

Accepted for Jansanchar Vimarsh, Peer Reviewd Journal ISBN 2277-3932

14. Hindi Filmen Aur Nashe Ka Mahima Mandan

Accepted for 'Hindi Cinema Me Mulyo Ke Badalte Pratirop' National Seminar Proceeding Rajarshi Tondon Open Univeristy

15. Correlation between Brand Image & Public Perception: A Study

Published in International Journal of Communication Development (IJCD, ISSN No. 22312498, Vol. 10, July-December 2019, Pg. No. 1-9, (Main Author Neha Singh, myself only co author) Peer reviews UGC Journal-2018

16. PRIVACY ISSUES AND TREPIDATION ABOUT SOCIAL MEDIA ADAPTATIONS AMONGST COLLEGE GIRLS

Published in Journal of Critical Review, Vol. 16 Issue 19 -2033, ISSN 2394-5125, Main Author with two co authors,

17. Blog ka Doorastha Shiksha Mein Yogdaan

Published in Shodh Sarita, Co Author, UGC Care, Vol. 7, Issue 28, October-December, 2020, ISSN - 2348-2397, Pg. No[. 195-198

18. Formulation of Government Open Data License- India and Compare it with similar license of UK and Canada.

Published in Kala Sarovar, Co Author, (Main Author Sitanshu Mahapatra, Second Co Author Dr. Fahar) Publication: UGC Care-Group-1, Vol. 23, Issue 04, October-December, 2020, ISSN - 0975-4520, Pg. No. 250-261

19. Saamajik Avmoolyan Mein Patrakarita Ki Bhumika

Published in Drishtikon, UGC Care listed Journal. (Co Author Main Author Prof. Arun kumar Bhagat) Year 12, Issue 6, Nov-December 2020, ISSN 0975-119X

20. Communication Related Challenges & Opportunities Faced by Social Workers During Covid-19 in Delhi-NCR Region

Published in Sodh Sarita, UGC Care listed Journal. Co Author, Valume-7, Issue 28, October-December2020, ISSN 2348-2397 page No-111-116

21. Twitter as Branding Tool: An Analysis of Tweets of Indian National Political Parties

Published in Web of Science Journal International Journal JECSE, Co Author, DOI: 10.9756/INT-JECSE/V14I2.195 ISSN: 1308-5581 Vol 14, Issue 02, 2022

22. Textual Analysis of Indian and Egyptian Mythologies: A Comparative Study

International Journal of Early Childhood Special Education (INT-JECSE) ISSN: 1308-5581 Vol 14, Issue 03 2022 3943

23. Effects of Re telecast of TV. Serial Ramayan on Indian Audience during Lockdown : A Survey based Study

Published in Journal of Critical Review, Peer Reviewed Journal, Co Author, Volume 7 Issue 19, ISSN 2394-5125.

24. A study On the Changing Perception Towards the New Media based Communication Channels

Published in European Journal MCM, (Web of Science)2022 Volume 9, Issue 8, Pages 2852-2868, ISSN 2515-8260

25. Study of the Perception of College Going Male Students Towards Skin Colour : Advertisements And their Impact on Mental Health

Published in European Journal Molecular & Clinical Medicine, (Web of Science) 2022 Volume 9, Issue 8, Pages 2852-2868, ISSN 2515-8260

Member of the Editorial Board of Journal of Content, Community & Communication”, published by Amity University Madhya Pradesh, Gwalior.

Member of review Panel of Media Meemansa, Research Journal of Makhan Lal Chaturvedi University of Journalism.

Chaired Sessions : 12

- Chaired the session of Global Communication Education Conclave on the topic: Understanding New Age Cinema : Opportunities for budding film makers on April 8, 2022.

- Chaired the technical session of 1st Annual National Students Conference on mediated communication: A Beginning of New Era organized by Amity University Lucknow in March, 2021
- Chaired the sessions of National Seminar organized by HRD Ministry on language of the media conducted at Amity University Raipur in January,2018.
- Chaired the sessions of National Seminar organized by HRD Ministry on language of the media conducted at Commission for Scientific and Technical terminology, New Delhi on September, 2017.
- Chaired the seminar on the topic “Divyangs & Digital India” at Gandhi Peace foundation in April 2017.
- Chaired the technical session in International Seminar organized by Manav Rachna University, on February, 2017.
- Chaired the technical session in National Seminar on the topic ‘Media Freedom in Contemporary Indian Society’ organized by Subharti University Meerut on February, 2017.
- Chaired the technical session in National Seminar on the topic “Nationalism & Media: Role of Distance Education” organized by Rajarshi Tondon Open University on May 23, 2017.
- Chaired the technical session in National Conference organized by Delhi University on the topic ‘Coverage of Rural India: Issues and Challenges’ on April, 2015.
- Co-Chaired the session in National Seminar on the topic Role of Media in Nation Building organized by Amity University Madhya Pradesh in March 2015.
- Chaired the technical session on ‘Journalism for positive change’ at National Seminar held at Dev Sanskriti University in November 2014.
- Chaired the session titled “Freedom of Expression: Ethical Parameters and Market Forces in Media Industry” in National Conference organized by University of Delhi in March 2013.

RESEARCH PAPERS PRESENTED: 15

International: 6

- At International Conference Presented the research paper “Depiction of Married Women in Bollywood Movies” organized by Delhi University in March19, 2013.

- At International Conference, organized by Amity University, Jaipur presented the research paper ‘Role of Digital Social Media in strengthening the Democracy: a comparative case study of Egypt and India’ on March 4, 2011.
- Research Paper “Retelling the Indian Mythological Texts in Bollywood Movies” of Social Media in Spiritual Communication’ was presented along with research scholars in International Conference ‘Multidisciplinary Trends in Social Sciences & Humanities.’ Organized by Manipal University Jaipur in March 2-4, 2022.
- Research Paper ‘Role of Social Media in Spiritual Communication’ was presented along with research scholar Raghunath Yadav in International Conference ‘Multidisciplinary Trends in Social Sciences & Humanities.’ Organized by Manipal University Jaipur in March 2-4, 2022
- Research Paper ‘Women’s Right to Presentation from Texas to Taliban: A Mixed Method Study on International News portals” was presented along with research scholar in International Conference ‘Multidisciplinary Trends in Social Sciences & Humanities.’ Organized by Manipal University Jaipur in March 2-4, 2022.
- Research Paper “Scope of Indian Mythological Symbols in Transmedia Storytelling” was presented in International Conference in “International Conference On Building Resilience And Sustainability For India in Ever Changing Turbulent World: A Vision for 2030” organized by IMS Ghaziabad.

National : 9

- Presented the paper “Blogs of Hindi Journalists on environment: A Study” in National Seminar on role of distance education” organized by Rajarshi Tondon Open University on May 23, 2017
- Presented the research paper “Rural Journalism: Lessons from the Grassroot Journalism of U.S.” in National Conference on the topic “Coverage of rural India: Issues & Challenges” organized by University of Delhi in April 4, 2015.
- Research paper on Blogs of Sr. Hindi Journalists: A Comparative Analysis was presented at National Seminar organized by Technia Institute of IP University on November 21, 2014.
- Presented the research paper on “Comparative study of communication strategy of Waterman and Bachpan Bachao movement” at National Seminar on the topic ‘Journalism for positive change’ organized by Dev Sanskriti University in Nov, 2014.
- Presented the research paper “Interface between underdeveloped regions of the world and New Media” in the National seminar “Freedom of Expression : Ethical Parameters and Market Forces in Media Industry” organized by University of Delhi in March 9, 2013.

- Presented the research paper “Communication Strategy of Anna Movement with special reference to Lasswell’s Model” in National Seminar organized by MCRP University of Journalism & Communication in April 2013.
- Research Paper ‘Mainstream Media Vs Alternate Media’ was presented at National Conference at Rajarshi Tondon Open University, Allahabad on March 2011.
- Presented Research paper ‘Influence of Social Values on Characterization of Vamps in Bollywood’ in National Seminar organized in Technia institute of Advance Studies, New Delhi in 2010.
- Presented the paper entitled Changing Scenario of Villages through Literacy in National Seminar on Rural Marketing: Issues & Challenges in WTO era at Poorvanchal University, Jaunpur on 24 September 2005

SEMINAR/ WORKSHOPS ORGANIZED

- Organized International Conclave titled ‘Changing face of Media & Entertainment Industry and Emerging Trends in Communication Sector’ in Manipal University Jaipur in July, 2021.
- Coordinated the Seminar on role of Communication in Proposed New Education Policy, organized at Presrna Shodh Sansthan.
- Moderated the technical session in International Conference on Bhartiya Bhashaon Ka Bhavishya orgazized at Haryana Bhavan.
- Organized the workshop on Media pedagogy at Galgotias University from May 22-29, 2017.
- Coordinated the workshops on Quark Express and Photoshop in IMS Noida in 2009-10.
- Participated in workshop on Development communication organized by UNICEF in C.C.S University, Meerut on 30-31 March, 2009.

RESOURCE PERSON/INVITED LECTURES

- Resource Person of FDP on the topic ‘Cinematic Communication’ organized by Makhan Lal Chaturvedi University of Journalism in Association with AICTE ATAL Academy on June 14-18, 2021.

- Resource person of 31st National Webinar of Communication Today on Children Film Movement : The Contemporary Scenario on November 14, 2021.
- Keynote Speaker in webinar on the topic Research for Fiction & Non Fiction Films on November 14, 2021.
- Resource person & Guest of Honor at 5th Global Literary Festival organized in Film City, Noida in July 31, 2019.
- Resource Person in Konarka Literature Festival, Bhubneshwar organized in July 2019. Moderated two Sessions consisting Editor India Today, TOI etc.
- Resource person in International Conference on the topic 'Bhartiya Bhashaon Ka Bhavishya' organized at Haryan Bhawan, New Delhi in July 2019
- Delivered the lecture as special Guest on 'Expectations from the Young Communicators' at the Convocation of AAFT (Marvah Film Institute), Noida in July, 2019.
- Moderated the Session on the topic Proposed National Education Policy with special reference to Journalism & Mass Communication Education at Prerna Research Institute, Noida in July 2019.
- Delivered academic lectures (2) at National Institute of Open Schooling on the topic 'Relevance of Mahatma Gandhi in Contemporary World' on 27 July 2019.
- Keynote Lecture at International Conference on the topic 'Indian Politics & Role of Media' organized by Technia Institute of Advance Studies, IP University on 14th March 2019.
- Delivered Academic Lecture 'Development Communication & Youth at NIOS in September 2018.
- Delivered the lecture in Jagran Institute of Mass Communication on the portrayal of journalists in Bollywood movies in March 2018.
- Delivered the lecture on Innovation in Media Education in Mahama Gandhi International Hindi University, Verdha in January 2018
- Delivered the Lecture Series (Seven) in Kendriya Hindi Sansthan, New Delhi on Issues related to Mass Communication in 2017. (Between 9 Jan to 4 March 2017) Topics: Jansanchar evam jamsampark ke Madhya antersamband on 9th Jan 2017, Patrakarita evam Jamsampark on 21 Jan 2017, Jamsampark ke Upkaran on 28th Jan 2017, Press Vigyapti Lekhan on 4th Feb 2017, Vigyapan ek Antardrishti on 11th Feb 2017, Vigyapan Copy Lekhan on 25th Feb 2017, and Vigyapan Aur Aachar Sanhita on 04 March 2017.

- Delivered the lecture in IIMC New Delhi in National Seminar on the topic ‘Expectations of the society and Media Syllabi’ on 24 December 2016.
- Delivered Special lecture on “Cinema & Development” in National Seminar on “Role of Media in National Building” organized by Amity University, Madhya Pradesh on 27 March 2015.
- Delivered Special lectures (2) in ‘Agrasen College of Delhi University in 22th October 2016 on “New trends in Script Writing”.
- Delivered Special Lecture Series (8 Lectures) on “Print Media: Changing Trends” in ISOMES in 2015.
- Delivered Special Lecture Series (4 Lectures) on correlation of Print & New Media in ISOMES in 2016.
- Delivered Sp. Lecture series on Media Writing (5 Lectures) in Quantum Global Institute Roorkee in 2016.
- Delivered Special Lecture Series (20 Lectures) on Print Media in Prerna Napunya Sansthan, Noida.
- Delivered Special lectures (10) as **Resource Person** of SCERT, Utterakhand. Contributed for development of literature for teachers training from May 13 to 17, 2008.
- Delivered Special Lectures (8) as Resource person of Lokhit foundation, NGO working for science communication. Contributed at the workshop on Empowerment of Science Communicators, organized by the Foundation and supported by Dept of Science & Technology, Delhi from 20 to 23 October 2008.
- Delivered a series (51) of lectures in Journalism & Mass Communication Department of Lucknow University on Modern Journalism in 2003-04.
- Delivered a series of lectures in Journalism & Mass Communication Department of Film Institute of eMITS, Lucknow in 2003-04. (50)
- Delivered a lecture on ‘Redesigning of Media Curriculum’ in seminar organized by the IIMC New Delhi and Punerutthan Trust. 12-13 May 2018.

MEDIA PRODUCTION

Electronic Media

- Script writer for Doordarshan TV. Serial ‘Tales of Lamas’, based on the Philosophy of Mahatma Buddha.
- Script Writer-Director of the short film ‘Snaatak’, based on real concept of convocation for the promotion of academic values and Manipal Universtiy Jaipur. (In Hindi & English Version).
- Director of the documentary ‘Biodata-e-Biopic’ for Manipal University Jaipur.
- Director of the documentary ‘Naino Me Kya Hai’ for Manipal University Jaipur.
- For Manipal University Jaipur, Scripted & Directed of the documentary ‘Nasheele Mayanagri’ based on portrayal of drugs in films.
- Directed the documentary film ‘Rishta Roti Ka’, based on Indo Afghan relations, for Noida International University.
- Scripted and Directed the Documentary Film ‘Juggler, Joker or Janbaz’ based on portrayal of journalists in Bollywood Movies.
- Script for Development based program of Zee T.V. Utterakhand: Ek Dashak for 26 episodes.
- Script Writer of the ETV program Surbhit Utterakhand for ten episodes.
- Script Writing and Research Work for UGC commissioned educational film series "*Social & Cultural History of Awadh*".
- Scriptwriting & research for various documentaries on Panchayati Raj, Van Panchayat, Govt. Advertisements, Spots etc.
- Scripts and research for Socio-Spiritual organization Shantikunj. It includes ‘Aakhir kaun Hain Mahadev’, ‘Maa Ganga’ etc.
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- Director and Script Writer of the Audio-Visual program *Janta Nirnaya Le* on Current affairs for film institute of eMITS, Lucknow.
- Presented or participated in various programs of Doordarshan Kendra, Lucknow including *Forum, Sapne* etc.

- Presented Various Talks on AIR, Lucknow and Nazibabad including comprehensive analysis of whole year.
- Provided Creative assistance for the Pragya Channel programs through Electronic Media division of Dev Sanskriti University.
- Various social message based short films like Aazadi, Har Deep Ek Jalte Deep Ke Naam.

Print Media

- Edited first page of Dainik Jagran Lucknow for more than a year.
- In charge of foreign page of Dainik Jagran for one year.
- Various News, Features, Articles, Satires and other Write-ups got published in the reputed News Papers like Dainik Jagran, Amar Ujala & Hindustan.
- Edited various publications of Dev Sanskriti University including Smarika, Divya, Sanskriti Manjusha etc.
- Created 12 pocketbooks on Indian Culture.
- Write up 'Online Education : Wings for Libreration' was published in UGC CEC Journal CEC News in March 2022 edition.

New Media

- Various write ups, articles, features got published in Bilingual News portal upportal.com, partner of Dainik Jagran.
- Created official website of UP Government on Kumbha for upportal.com.
- Editor of Youth based Web magazine yzine.in.

Awards & Recognitions

- Received Best Media Educator Award-Film & Cultural Studies in 2022 by Media Federation of India.
- Received the Best Documentary Award for the short documentary film 'Snaatak' in 9th Global Festival of Journalism, organized in Film City, Noida.
- Special Mention Award by the 4th Indian World Film Festival for the documentary, Rishta Roti Ka, based on Indo-Afghan Relations.

- Received Prakhar Patkar Samman-Media Faculty Category by Vishwa Samvad Kendra in the year 2017.
- As script writer-director received Special Festival Mention Award in Noida, International Film Festival-2017 for the Documentary Film 'Juggler, Joker or Janbaz' based on portrayal of journalists in Bollywood Movies. Film was also received award for editing by UGC.
- Received the award for the contribution in the field of education by Rashtriya Shikshak Mahasangha in the year 2016.
- DD-National took my interview thrice on the topics Changing Trends of Photography Career in Sports Journalism and desired changes in Media Education.
- Scripted-Directed film 'Juggler, Joker Ya Janbaz 'was showcased in special screening at IIMC in January 2018. Felicitated by Director General of Indian Institute of Mass Communication
- Invited by UNESCO India on World Radio Day on February 2016 for the discussion on community Radio.
- Special invitee at 'Global R&D Summit 2014 – Next-Gen Innovations Through Interdisciplinary Research' 2014 on November 12 - 13, 2014.
- Invitee in South Asia Summit on Social Media for Digital Empowerment organized at American Centre, New Delhi on Sep 19-20, 2013.
- Contributed as Media Academia Expert in the Symposium on 'Vision for Media and Communication Education in India' at India International Centre, New Delhi.
- Was invited as Media Analyst at Zee TV, Sahara TV, Sudarshan TV, NIOS etc on special occasions. Analyzed Socio-Political Situations including Lok Sabha Elections, Gujrat elections, North-East election results, Delhi election results etc.

OTHER ACHIEVEMENTS

- Supervision of media production during NAAC Visit e-convocation of Manipal University Jaipur.
- Planning for administration & Content designing of Community Radio for Manipal University Jaipur and Sharda University.

- **Founding member of Asia Pacific Institute of Event Management** in India on February 22, 2019.
- Successful Media Handling of various events, including the President APJ Abdul Kalam's visit for the convocation of Dev Sanskriti University.
- Coordinated Dev Sanskriti Jansanchar Karyakram, a program to promote Indian Culture through pocketbooks.
- First prize in inter-college quiz competition in Lucknow University.
- First Prize in inter college quiz competition organized at Lucknow University.
- Selected in 'National Parliamentary Quiz organized by Ministry of Parliamentary Affairs to represent the State of U.P.

PERSONAL PROFILE:

Father's Name: Mr. Devi Shanker Lal

Date of Birth: 20th April 1974

Marital Status: Married

Nationality: Indian

Languages Known: Hindi & English (Fundamental Knowledge: Sanskrit, Urdu and Punjabi)

(Prof. AMITABH SRIVASTAVA)