

## **CRITERIA VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT**

**6.3.3: AVERAGE NUMBER OF PROFESSIONAL DEVELOPMENT /  
ADMINISTRATIVE TRAINING PROGRAMS ORGANIZED BY THE  
INSTITUTION FOR TEACHING AND NON TEACHING STAFF DURING THE  
LAST FIVE YEARS**

**DATA COLLECTION YEAR FOR ASSESSMENT**

**2016-17**

## Resource Persons



**Dr. Eldho Varghese**  
Scientist with IASRI specializing in the Design of Experiments. He is a recipient of Gold Medal in Ph.D. in Ag Statistics at IARI in the year 2012.



**Dr. Ranjit Kumar Paul**  
Scientist at IASRI  
he has won Dr. G. R. Seth Memorial Young Scientist Award by Indian Society of Ag Statistics



**Dr. Cini Varghese**  
Principal Scientist at the ICAR-Indian Agricultural Statistics Research Institute, New Delhi

## Organising Committee

Patron	Prof.(Dr.) Ravi K.Dhar Director, JIMS
	Prof.(Dr.) Avtar Singh Sethi Programme Director- Dept. of Management
FDP Coordinator	Mr. Vipul Singh 9718082331 vipul.singh@jagannanth.org
	Dr. Ashok Sharma 9211032019 ashok.sharma@jagannath.org

### Important Note:

- The programme shall be focusing on rigorous & practical hands on training with the help of latest analytical tools viz. SPSS, E-Views, Excel. Therefore all the participants are required to bring their own laptops, charger, power cords and pen drive for data sharing. The trial version of the requisite software will be provided by the Institute.
- All participants shall be awarded with certificates of participation after completion of the program

## Jagannath International Management School

(Affiliated to GGS Indraprastha University, New Delhi)  
Accredited 'A' Grade by NAAC, UGC, Govt. of India  
ISO 9001:2008 Quality Certified Institution  
OCF Pocket-9, Sector-B, Vasant Kunj, New Delhi - 110070  
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web site: www.jimspd.org



# FDP on Advanced Data Analysis using SPSS, Excel & R

5 Days Program- Theory & Practical



22nd May-26th May 17

9:30 am -4:30 pm

Venue: Jagannath International Management  
School, Vasant Kunj



## About JIMS

Jagannath International Management School (JIMS), affiliated to GGS Indraprastha University, New Delhi, was set up in 1997 by a registered Society for imparting quality education in Management, IT, Journalism and Mass Communication. In the 20 years of its existence as an academic leader, the JIMS Group of Educational Institutions, has been assiduously promoting innovation in pedagogy, human resource requirements of the industry and community outreach.

JIMS has been consistently ranked among the top 10 leading management institutes of GGS Indraprastha University. It is one of the premier management institutes in Delhi/NCR with accreditation from NAAC, 'A' Grade, University Grants Commission, Govt. of India and 'A+' Grade certification from the State Fee Regulatory Committee of the Govt. of Delhi.

## Management Department

The Department of Management studies under the mentorship of Prof. (Dr.) Avtar Singh Sethi has won many laurels for the Institute. The students have excelled in the field of academics, placement, internships, sports, cultural, music and co-curricular activities organised by various prestigious universities like Delhi University, GGSI-PU and Amity University.

The Department is proud to have a gold medallist in academics bestowed by GGSI-PU on Varsha Kumari (Batch 13-16).

The strength of the department is the team of highly qualified and experienced faculty members who are engaged in mentoring and teaching students; writing blogs; presenting research papers in various national and international conferences and publishing them in reputed journals.

## About Faculty Development Programme

A five day long FDP is being organized by Department of Management, JIMS, Vasantkunj. The FDP aims to empower the faculties by providing a strong base and much needed skills to access softwares for doing their research. **All the resource persons are teachers and researchers guiding students and researchers all over the world through their portal with SPSS. All the resource persons are recipients of National and International Awards in the field of Statistics & Data Analytics. They are also involved in various Government approved Research Projects**

## Objective

To impart basic conceptual knowledge and practical knowledge of the techniques by working examples and the use of corresponding software (SPSS, Excel, E-views, R etc)

## Pedagogy

Theoretical sessions accompanied with practical application of statistical concepts on software.

## Who can Attend?

- Faculty members of graduate /post graduate programmes at institutes, college, university level
- Research scholars pursuing- M.Phil/Ph.D.

## Proposed Topics

- Descriptive Statistics
- Tests of Significance Based on Z, t, chi-square and F Distributions
- One way and two way ANOVA
- Correlation Analysis
- Regression Analysis
- Multiple Regression Analysis-Problems and Solutions
- Time Series Analysis, ARIMA
- Structural Equation Modelling

## Resource Persons



**Dr. Arpan Bhowmick** is a Scientist at the ICAR-Indian Agricultural Statistics Research Institute, New Delhi.



**Dr. Seema Jaggi** Professor at Design of Experiments, IASRI. She is the winner of Dr. C. Subramaniam Award for Outstanding Teacher of ICAR



# Jagannath International Management School

Vasant Kunj, New Delhi - 110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Grade 'A' accredited by NAAC & ISO 9001:2008 Quality Certified

Recognized u/s 2(f) by UGC

## **FDP on Advanced Data Analysis using SPSS, Excel & R (22<sup>nd</sup>-26<sup>th</sup> May 2017)**

The FDP is being conducted in the following areas for the benefit of the teachers and research scholars who are pursuing their Ph.D. and research in different areas of management.

### **OBJECTIVE:-**

*To impart basic conceptual knowledge and practical knowledge of the techniques by working examples and the use of corresponding software (SPSS, Excel, R, etc)*

### **PEDAGOGY:-**

*Theoretical sessions accompanied with practical application of statistical concepts on software.*

### **WHO CAN ATTEND:**

- Faculty members of graduate /post graduate programmes at college, universities and institutes
- Research scholars pursuing- M.Phil/Ph.D.

### **Proposed Topics**

- Descriptive Statistics
- Tests of Significance Based on Z, t, chi-square and F Distributions
- One way and two way ANOVA
- Correlation Analysis
- Regression Analysis
- Multiple Regression Analysis-Problems and Solutions
- Time Series Analysis, ARIMA
- Structural Equation Modelling

## FDP on Advanced Data Analysis using SPSS, Excel & R , 22<sup>nd</sup> May to 26<sup>th</sup> May 2017

The five days FDP on Advanced Data Analysis started on 22<sup>nd</sup> May 2017. The session began with registrations from other colleges and universities crossing the 20 mark, accompanied by the in house faculty members of the department of management.



**Day 1-**The session was presided by **Dr. Cini Varghese on Descriptive Statistics**, theory part was covered in the conference room followed by practical on Excel in Lab. The session clarified the basics of



statistics and helped in laying a good foundation for the more advanced topics to be covered during the FDP.



**Day 2- Dr. Seema Jaggi paved the way for Testing of Hypothesis** and also application of  $t$ ,  $z$ , and  $f$ -test and ANOVA. The practicals were done through SPSS. The session was covered with many examples and was successful in clarifying a lot of doubts.



**Day 3- The session on Correlation and Regression was beautifully covered by Dr. Eldho Varghese** and mainly the linear and multiple regression, including the problems and solution of multi variate analysis. Dr. Edho also covered the topic of transformation of data and non-parametric tests.



**Day 4- Dr.Arpan Bhowmik** took over the topic on **Dummy Variable and Cluster Analysis and logistic regression and principal component analysis**, the seemingly complex topics were made simple by real world examples by Dr.Bhowmik.

**Day 5- Time Series Analysis and Model Building** were covered by **Dr.Ranjit Paul** on the last day of the FDP, the session began with clarifying the basics about time series and modeling and then went up to more advanced concepts. The session was very helpful for scholars and faculty members who are conducting research in finance and economics. The exercises were covered in R.

The FDP came to an end on 26<sup>th</sup> May 2017, with a valedictory session which included address by the Director, Dr. Ravi K Dhar, HOD, Vote of Thanks by Dr. Avtar Singh Sethi and giving away of the certificates to the participants.





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### FDP on "Advanced Data Analysis using SPSS, Excel & R"

#### List of Internal Participants

S. No.	Name of the Participant	Period of the Event	Venue
1	Dr. S. K. Dogra	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
2	Dr. A. S. Sethi	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
3	Prof. Bhushan Manchanda	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
4	Dr. Hakimuddin Khan	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
5	Dr. Ashok Sharma	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
6	Ms. Anu Bhardwaj	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
7	Dr. Himani Gupta	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
8	Dr. Sartaj Khera	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
9	Ms. Divya Gupta	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
10	Ms. Poonam Malik	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
11	Ms. Prabhjot Kaur	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
12	Ms. Kanika Chaudhary	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
13	Ms. Meenakhi Chopra	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
14	Ms. Anisha Sharma	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
15	Ms. Smriti Dua	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
16	Ms. Sakshi Chhabra	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
17	Ms. Taanika Arora	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
18	Ms. Raghvir Kaur	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
19	Mr. Vipul Singh	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
20	Mr. Rajvinder Singh	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
21	Ms. Anshu Punshi	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
22	Ms. Suchitra Srivastava	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
23	Ms. Sanjana Agarwal	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
24	Ms. Shruti Minocha	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
25	Dr. Manisha Gupta	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
26	Ms. Nisha Wadhawan	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj
27	Mr. P. K. Pandey	22 <sup>nd</sup> to 26 <sup>th</sup> May, 2017	JIMS, Vasant Kunj

Verified by-

*A. S. Sethi*

Head of the Department

Department of Management Studies

JIMS, VasantKunj





Organizing Committee

Dr Amit Gupta

Chairman,  
JIMS Group of Institutions

Dr Ravi K. Dhar

Director, JIMS, Vasant Kunj

Dr Neeru Johri

Head, Dept. of Comm. Studies,  
JIMS, Vasant Kunj

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Department of  
Communication Studies  
*organises*

Faculty Development  
Programme *on*

Recent Advances in  
Communication  
& Media Studies

May 16 - 21, 2016



## Faculty Development Programme on Media & Communication Studies

Department of Communication Studies, JIMS Vasant Kunj is organising a one-week FDP on "Recent Advances in Communication & Media Studies" (16-21 May, 2016) to enrich the capabilities of the faculty members and provide them with an opportunity for holistic development. The focus of the week long FDP is on offering a multi-faceted training to help the faculty in enhancing their knowledge in respect of the changing media scene.

### About JIMS

The first among all the institutes, affiliated to GGS Indraprastha University, New Delhi, to have been accredited by National Assessment and Accreditation Council of India (NAAC), the topmost media



school of the university as per Cfore HT Media School Survey 2013, Best Journalism and Mass Communication College Award by CEGR Survey 2015, 12<sup>th</sup> topmost private business school in the country as per Mainline Media Survey 2013 as reported in North East Sun magazine, the third best undergraduate Business School of the university as per MBAUniverse.com B-school Survey 2013, and has been ranked 19th in Indian Business Journal B school Placement Survey 2014. Jagannath International Management School, Vasant Kunj, was established only a decade ago in 2003. With three Bachelor's degree courses running in Business Administration, Computer Applications, and Mass Communication, the institute has been led by the philosophy of change leadership that it inculcates as a culture among its students to meet the challenges of a rapidly changing environment.

Registration – 16th May 2016 from 09.30 - 10.00 A.M.

Session I (10.00 - 11.30 A.M.)	Session II (11.45 - 01.15 P.M.)
Day One – 16th May 2016 <b>The Art of Narrativisation in Communication</b> Dr. Ravi. K. Dhar <i>Director, JIMS</i>	Day One – 16th May 2016 <b>Media Ethics</b> Prof. K G Suresh <i>DG, IIMC</i>
Day Two – 17th May 2016 <b>Search Engine Optimization</b> Mr. Varun Sapra, <i>Assistant Professor JIMS</i>	Day Two – 17th May 2016 <b>Importance of Media Ethics and Current Scenarios</b> Dr. Anubhuti Yadav, <i>Associate Professor, IIMC</i>
Day Three – 18th May 2016 <b>Designing Message for Behaviour Change through Electronic Media</b> Dr. Ritu Sood, <i>Associate Professor, JIMS</i>	Day Three – 18th May 2016 <b>Media Policy Regulations</b> Dr. Vibodh Parthsarathi, <i>Associate Professor, School of Media, Cultural &amp; Governance, Jamia Milia Islamia University</i>
Day Four – 19th May 2016 <b>Publication layout using InDesign software</b> Mr. Ashish Chatterjee, <i>Assistant Professor JIMS</i>	Day Four – 19th May 2016 <b>Communication and building of Scientific Temperament</b> Prof. Gauhur Raza, <i>Head - National Institute of Science Communication and Information Resources</i>
Day Five – 20th May 2016 <b>Supportive Supervision</b> Dr. Neeru Johri, <i>HOD BJ(MC), JIMS</i>	Day Five – 20th May 2016 <b>Changing trends in Business Journalism</b> Mr. Arindam Mukherjee, <i>Senior Associate Editor, Outlook</i>
Day Six – 21st May 2016 <b>Frontiers of Communication Research</b> Dr. Ravi. K. Dhar, <i>Director, JIMS</i>	Day Six – 21st May 2016 <b>Has Media lost its Language?</b> Mr. Priydarshan, <i>Output Editor, NDTV</i>





Department of Communication Studies  
Jagannath International Management School

Vasant Kunj, New Delhi



**Faculty Development  
Programme *on***

**Recent Advances in  
Communication  
& Media Studies**

*A Report*

May 15, 2014



# Faculty Development Programme in Media and Communication Studies

Department of Communication Studies, Jagannath International Management Studies, Vasant Kunj affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi organized one week Faculty Development Programme (FDP) from 16th to 21st May, 2016 on the theme "RECENT ADVANCES IN COMMUNICATION AND MEDIA STUDIES". The focus of the FDP was on offering a multi-faceted training to the faculties in enhancing their knowledge in respect of recent advances and changing trends in communication and media industry.

## Objectives:

1. To equip the participants with knowledge from diverse areas from field of Communication and Media industry
2. To equip participants with some of the new areas to be incorporated in the curriculum of GGSIPU

## Methodology:

To achieve the above stated objectives, the faculty development programme was designed to be interactive and was conducted through Genuine Contact Methodology (GCO). The highlight of GCO methodology is to respect and treat each participant as unique in her/his contribution and learning.

The workshop was facilitated by Professor (Dr) Neeru Johri, Head, Department of Communication Studies, JIMS, Vasant Kunj, New Delhi. The FDP started with a brief introduction of the participants through an activity. The workshop started with a welcome address by her and was followed by introduction of the participants wherein each participant was asked to pick up an object from the displayed objects in the center and reflect on the quality that a teacher needs to have through the object picked by her/him in pairs based on self-reflection and intuitive knowledge. Each day was divided in two sessions and all the sessions were designed in a manner where the experts shared their thoughts / experiences, followed by discussion and answering of the queries / questions. The FDP had a combination of experts from both the academia and the industry to deliberate on different themes. All days in the week long FDP opened with transfer-in also known as "Morning News" and concluded with the Closing Circle with feedback/ learning's by the participants.

Registration for FDP was based on first come first serve basis and number of seats was restricted to 20 including the external participants. There were 09 participants from colleges / institutes across Delhi. The



of. K.G. Suresh

In the inaugural session, **Prof. K.G. Suresh**, Director General, Indian Institute of Mass Communication spoke on the topic **Media Ethics**. He started his lecture by emphasizing on the need of how and why professional ethics is important in practice of any profession? Media ethics should not be like moralizing or preaching, the students should be taught as part and parcel of professional integrity. He shared on how over the last few years corruption and so called unethical practices have taken over the media industry. He shared about the moral dilemmas that Journalists face in their professional life like that of paid news, also known as "Lifafa Journalism" (envelope Journalism) which comprises of cash / kind or favour being given to the Journalist for publishing a news story. But in spite of such incidents; media industry is full of very honest and hardworking Journalists whose purpose and mission is to reveal the truth to its readers/audience. Credibility of the printed word is still very high and in public perception credibility is connoted as being evidence based, and it is often used by the readers as a reference point.

Prof. Suresh emphasized that as media educators, it is important to talk about media ethics to the students. There is a need for building a student teacher bond based via numerous interactive methods like case studies to generate interest on media ethics. The cardinal rule of media is to make sure that accuracy, objectivity and verification of source is done without any bias. He also spoke about "Citizen Journalism" in the current scenario with increasing popularity of social media and made a reference of how social media has given power to the citizens to communicate.

Dr. Ravi K Dhar

**Dr. Ravi K Dhar**, Director, JIMS, Vasant Kunj, spoke on the topic "**The art of Narrativisation in Communication**". He began by introspecting at the language used by journalists while reporting and how narration of the story leads to consumption of the story by masses. He elaborated on how narratives are the art, process or technique of narrating. The concept of narration through historical perspective, going back to Aristotle's ideas of mimesis: Aristotelian model of "Beginning - Meddled - End" which further became the model of storytelling used across the world. He spoke about the different theories and approaches in narratives and laid stress that participants should not only actively engage with the work of theorists but also develop ones own theories and be active contributors in the field of academics. He also spoke about how narrative is found in all forms of human creatively, art, literatures, speech etc.





# DAY 2 17<sup>th</sup> May, 2016 Session I

r. Anubhuti Yadav

In the first of session of second day, **Dr. Anubhuti Yadav**, Associate Professor, Head, New Media and IT Department, Indian Institute of Mass Communication spoke on the topic **Open Resources in Journalism**. She elaborated in detail about what are the Open Resources available for the academicians and journalists. Open means resources that are freely available without an accompanying need to pay royalties or license fees and also the resource that is released under a licence that facilitates reuse, and potentially adaptation, without first requesting permission from the copyright holder.

She also elaborated on the Creative Commons devoted to expanding the range of creative works available for others to build upon legally and to share. The organization has released several copyright-licenses known as Creative Commons licenses which are free of charge to the public. These licenses allow creators to communicate which rights they reserve, and which rights they waive for the benefit of recipients or other creators.



# DAY 2 17<sup>th</sup> May, 2016 Session II

Mr. Varun Sapra

In the second session, **Mr. Varun Sapra**, Assistant Professor, IT Department, JIMS, Vasant Kunj spoke on the topic **Search Engine Optimization**. He started his interaction with an activity regarding listing of use of different search engines available for the user. He elaborated on what is a search engine, its evolution and working and highlighted on the following common characteristics of search engine;

- Spider, Indexer, Database, Algorithm.
- Find matching documents and display them according to relevance.
- Frequent updates to documents searched and ranking algorithm.
- Strive to produce "better", more relevant results than competitors.

He also discussed about the growing popularity of search engines, their market share, process & working, SEO strategies /techniques and linking strategies and importance of key words in search engines, title tags, meta-description tags, all tags indexing and what is not recommended for SEO.





Dr. Ritu Sood

In the first session **Dr. Ritu Sood**, Associate Professor, JMS, Vasant Kunj, spoke on the topic **Designing Message for Behavior Change for Electronic Media**. She shared examples from her experience of film making on issues related to domestic violence and HIV/AIDS. She discussed case studies of "Bindass Condom Broll of and Bell Bajao" campaign videos and how they were effective in getting the people to raise voice and concern about these issues and the purpose of these campaigns which was to make these social issues part of mainstream conversation. She elaborated on the steps involved in designing of communication strategy and how to pre-test communication materials & aids and monitor outcomes to devise media strategy.



Mr. Vibodh Parthasarthi

In the second session, **Mr. Vibodh Parthasarthi**, Associate Professor, Centre for Culture Media and Governance, Jamia Millia Islamia spoke on the topic **Media Policy Regulations**. He said that media as a portfolio has shown tremendous growth over the last two decades and this been the global trend across media industry. Beginning with the basic definition of policy, he explained that policy is actually the intent or vision while policy statements are the regulations, and framework/conditioning. He also briefly elaborated on its nuances at the entity, sectoral and structural level. The challenges at the entity level were in the areas on programme and content, diversity of voices, jurisdiction, competition and ownership. At sectoral level the issues revolved around access, affordability and diversity. At the structural level, the main issues revolved around access, affordability and diversity. At the structural level, the main issues to be dealt with are genres, patronage (of politics and state), dispersion (in terms of geography and access), and competition (in terms of ownership and market dynamics).

He also elaborated on the oversight and overlapping of domains in policy making and emphasized that there is a need to put things into perspective. A cursory glance at the data on circulation and media habits of people reveal that the information that is hidden is much more important than the information revealed. He also spoke about media markets and media diversity index.





## Dr. Ashish Chatterjee

## Prof. Gauhar Raza

In the first session **Mr. Ashish Chatterjee**, Assistant Professor, IMS Vasant Kunj spoke on the topic **Publication Layout using InDesign Software**. He shared that InDesign is page design and layout software where text and graphics are being combined for printing. Texts and graphics are created using different software and are being assembled in InDesign. That is why it is also called a assembling software. It has very powerful text tools and style sheets to make a lot of typesetting operations easier. It also has some features of raster & vector graphics which make this software unique. Multipage documents, such as books and magazines, newspapers, brochures, catalogues etc. can be quickly laid out, as this application is, specifically designed to do. The interaction was followed by practice session.

In the second session **Prof. Gauhar Raza**, spoke on the topic **Communication and building of Scientific Temperament**. He elaborated on the meaning of Scientific Temper which explains an attitude and involves the application of logic. The term "Scientific Temper" was commonly used in literature during 19th and 20th century. The first Prime Minister of India, Pandit Jawahar Lal Nehru in his book 'Discovery of India' has written about the concept of Scientific Temper, out of the 581 pages 15 are dedicated to religion, philosophy and science.

History also shows that building of scientific temper has been the foundation on which Indian identity has been constructed. Whenever, the Indian Democracy has faced deviations the discussion on scientific temper has intensified. He also gave a reference about scientific policy of the country. He also shared about the constitution of India which gives freedom to its citizens to exert / demand for their rights. Prof. Raza very beautifully explained the evolution of civilization and scientific milestones through story telling.





Prof (Dr) Neeru Johri

In the first session Prof (Dr) Neeru Johri, Head, Department of Communication Studies, JIMS, Vasant Kunj, spoke on the topic **Supportive Supervision**. She started the session by asking for volunteers to enact role plays based on two diverse situations, one based on traditional and the other on non-traditional supervision. Observing the role plays, participants were asked to spell out two positive and negative styles related to supervision. Discussion was held on the two different styles of supervision, the traditional (authoritarian, fault finding and like that of an inspector) and the non-authoritarian (focus on joint review and problem solving). She also discussed about the process of supervision, its benefits, skills and the importance of constructive feedback.

Ms. Preeti Mehra

Ms. Preeti Mehra, Associate Editor, Business Line, The Hindu spoke on the topic **Development and Disability**. She started her lecture by sharing a story on disability covered by her while working with Times of India, Mumbai edition. She said that the purpose of doing such stories is to communicate the message to sensitize the readers and to alleviate "Rights approach" instead of 'charitable approach'. Development journalism is holistic in nature and is different from political and business journalism. In public perception disability is related to only "orthopedic" problems whereas as it covers many more disabilities. She stressed that stories should not be limited to just the medical aspect but it is important to educate people on community and social support. It is an irony that development stories are not given much space and importance by most of the Newspapers on the premise that these are not popular with readers. As a result development stories are slowly dying and not getting enough space in the newspapers as these are considered non fashionable which requires immediate attention the media houses. But still it is important to sensitize students on issues to be covered under development journalism of which disability is very important from perspective of making them accepted by society.

She also emphasized that a reference guide should be envisioned for communication professionals, journalists and general public who must seek the appropriate and accurate language to use when writing or talking about people living with disabilities.





## K.G. Suresh

Director General, Indian Institute of Mass Communication



Mr. K G Suresh is Director General, Indian Institute of Mass Communication. He has also served as the Senior Consulting Editor with Doordarshan News, Editorial Consultant with Asianet News Network Ltd, Chief Political Correspondent with Press Trust of India and Group Media Advisor to Dalmia Bharat Enterprises Ltd.

He is also serving as Honorary Adjunct Professor at the Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal, Government of Madhya Pradesh and Visiting Professor with the Delhi Institute of Heritage Research and Management, Govt of NCT Delhi.

With a rich professional cross-media experience of nearly three decades, Mr Suresh is the recipient of Prem Bhatia Fellowship for Research in Media by Young Journalists. He was designated Commonwealth Youth Ambassador for Peace by Commonwealth Youth Programme, Asia in 2012. In June 2015, He also received the first Khwaja Gareeb Nawaz Global Peace Award 2014 for his "extraordinary work" for the promotion of peace and communal harmony, at the Ajmer Shareef Dargah Campus, Rajasthan.

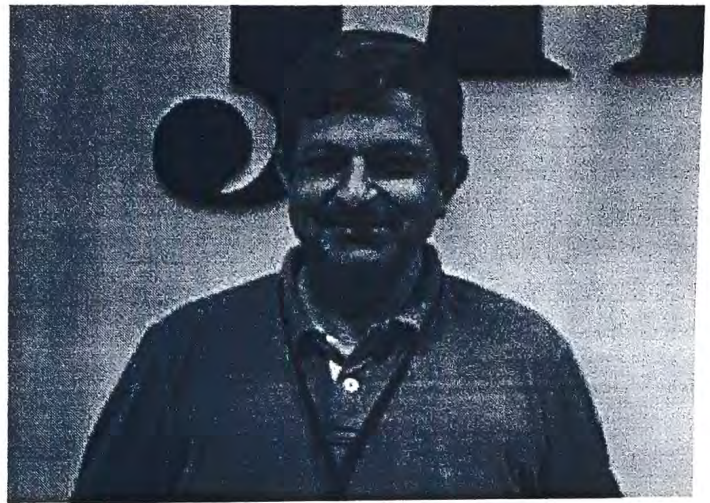
A post-Graduate in Mass Communications, Mr Suresh was the Editor-in-Chief and Member of the International Jury for the Media Colloquium at the prestigious Delhi Sustainable Development Summit -2015, a member of the Editorial Board of Experts constituted by the National Book Trust to commemorate the 150th birth anniversary of Swami Vivekananda, and the only journalist to represent India at the world media conference in Seoul in March 2015, organized by leading US daily, The Washington Times. He also attended the 16th World Sanskrit Conference at Bangkok, June-July 2015.

He was also on the international jury for the Plural+ International Youth Video Festival 2012, organised by the United Nations Alliance of Civilizations and the International Organisation for Migration. He was the first Indian to be nominated as a jury since the inception of the festival in 2009 and the only South Asian to be part of the 2012 seven member international jury.

His columns, analyses and comments on political, social, developmental and other topical issues are regularly published by

## Dr Ravi K. Dhar

Director, JIMS, Vasant Kunj



Dr. Ravi.K.Dhar, Director JIMS Vasant Kunj, is Doctorate in English from the North-Eastern Hill University, Shillong and Master of Journalism and Mass Communication from Himanchal Pradesh University, Shimla started his career as a lecturer in English at North-Eastern Hill University, Shillong. He has taught English and Journalism at Punjab Agricultural University, Ludhiana and the Ethiopian Civil Services University, Addis Ababa.

Dr. Dhar has published papers in English Literature, Education and Mass Communication, apart from presenting papers in conferences at Stockholm, Bangkok and Chuncheon. He has published three books, Media in the Swirl (2012) in Mass Communication, Indian Management: Theory and Practice (2010) in Management and Orphans of the Ostrom, a novel. He has been empanelled as a Quality expert in Mass Communication by NAAC, Bangalore. He was nominated to the Court of Guru Gobind Singh Indraprastha University in 2011. He also heads the Media Education Committee of the Centre for Education Growth and Research, New Delhi. He has also been awarded Poesie India Award for contribution to Peace and Understanding.



**Anubhuti Yadav**

Associate Professor, Head, New Media and IT Department,  
Indian Institute of Mass Communication



Dr Anubhuti Yadav, Head, New Media & IT Department is Associate Professor, New Media, Indian Institute of Mass Communication, New Delhi. She did her Doctorate from Guru Jambheshwar University and joined Advertising Industry in 2000 and worked on the Rajasthan Tourism campaign for two years. Later she moved to academics and joined IIMC in 2002 and taught advertising and research for three years. In 2005 she left IIMC to join National Council for Educational Research and Training (NCERT) to work in areas like educational media and media literacy. Her work in the area of educational media won her four national awards as best script writer and researcher for the series, on women achievers, career counselling and media literacy, conceived directed and scripted by her.

She is a leading expert and an active promoter of media literacy in India. Through community involvement and teacher training programmes and as a researcher teacher and media professional, Dr. Yadav has played a key role in introducing media studies at school level in India. Dr. Yadav is also a keen researcher and has conducted research in the areas like media literacy, media education, women & media, media & children, entertainment education, Informational and communication technology, Open Educational Resources and New Media. She has presented papers at various national and international conferences.

Her holds the achievement of launching of National Repository of Open Educational Resources for NCERT initiated by the Department of School Education and Literacy, Ministry of Human Resources Development, Government of India and the Central Institute of Educational Technology, National Council of Educational Research and Training.

**Mr. Varun Sapra**

Assistant Professor, IT Department, JIMS, Vasant Kunj



Mr. Varun Sapra, Assistant Professor, Department of Information Technology, JIMS Vasant Kunj has more than 10 years' experience, a blend of both Industry and Academia. He has done his MCA from Kurukshetra University and M.Tech from MDU Rohtak. His areas of interest in teaching are Web Based programming, Data Warehouse and Data Mining and Object Oriented Analysis & Designing. His research area includes Data mining Techniques, Decision Support Systems, Case Based Reasoning and Self Organizing Maps. Mr. Sapra has also presented and published research papers in national and international journals and conferences. He is also a member of technical bodies like CSI, IEEE and ICST.



**Ritu Sood**

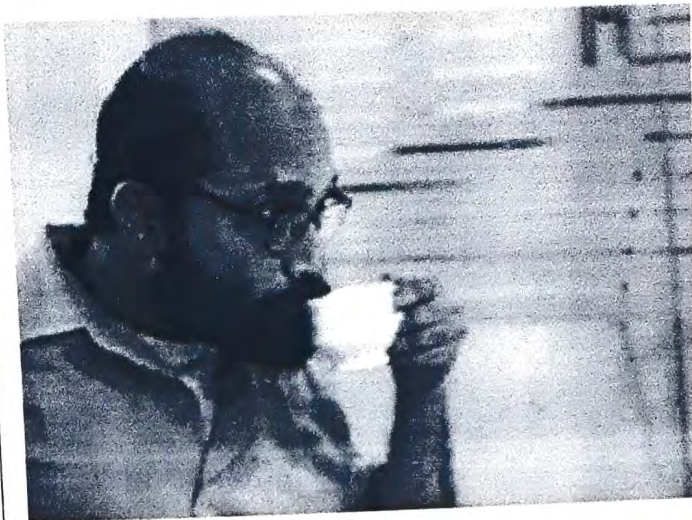
Associate Professor, JIMS, Vasant Kunj



Dr. Ritu S. Sood, Associate Professor, JIMS, Vasant Kunj is an alumna of AJK MCRC, Jamia Millia Islamia. She started her career with NHK –Radio and Television Network of Japan, working as a senior staff correspondent. She has travelled through the continents of Asia, America, Africa and Europe as part of Nobel Laureate Kailash Satyarthi's 'Global March against Child labour'. Dr Sood has more than 2 decades of experience in working for International as well as National TV Channels. She also has the credit of holding 2 independent painting exhibitions of her work. Author of 5 books, Dr. Sood has been awarded Prestigious Mahila Ratan Award by Vishwa Mahila Parivaar.

**Mr. Vibodh Parthasarthi**

Associate Professor, Centre for Culture Media and Governance, Jamia Millia Islamia



Mr. Vibodh Parthasarthi Associate Professor , Centre for Culture Media & Governance, Jamia Millia Islamia has multi-disciplinary interest in media theory, communication & development policy, and comparative media practice. Trained in Development Studies at the Institute of Social Studies (The Hague), Mass Communication, Jamia Millia Islamia (New Delhi) and an undergraduate degree in History from St. Stephens College, Delhi University,

he has co-edited three anthologies on Communication Processes published by Sage: Media and Mediation (2005), The Social and the Symbolic (2007), Culture and Confrontation (in press). As the International Coordinator of a research/publishing project on 'Citizenship and Communication', involving scholars from Brazil, France & India. He was also the co-editor of the anthology L'idiot du Village Mondial (Editions Luc Pire, Brussels, 2004). His research has been variously supported by Prince Klaus Fund, Charles Wallace India Trust, and India Foundation for the Arts, Netherlands Fellowship Programme, and the Commonwealth Fund for Technical Co-operation. Before joining CCMG, he was Visiting Professor at the Centre for Jawaharlal Nehru Studies, Jamia Millia Islamia (2006-07), Associate at the Centre for Co-operative Research in Social Sciences (2000-02) and Assistant Professor at the Manipal Institute of Communication (1997-99). He has been Founding International Member, Intercultural Library for the Future (Paris, 2002), Member, Arts Education Advisory Committee, India Foundation for the Arts (Bangalore, 1998-99), Associate, South Asian Poverty Network Association (Colombo, 1997-2001), Member, Academic Council, Institute of Social Studies (The Hague, 1993-94), and Delegate to the Preparatory Committee meetings for the Earth Summit (Geneva, 1991).

Parthasarathi's research explores the trans-national history of the music industry, Indian communication industry under globalisation, comparative media policy, and environmental movements & communication practices. His association with the media industry in India and abroad has varied from being



**(Dr) Neeru Johri**

Department of Communication Studies, JIMS,  
Vasant Kunj



Dr. Neeru Johri , Head, Department of Communication Studies JIMS Vasant Kunj blends of more than two decades of experience both in academics and industry. She has done her Doctorate in Social Science from Ranchi University, Post Graduation in Modern Indian History from Delhi University and Post Graduate Diploma in Public Relations from Bhartiya Vidya Bhavan.

She has taught at Department of Journalism and Mass Communication, Ranchi University, Mass Communication and Video Production Department, St Xaviers College, Prabhat Khabar Institute of Media Studies and IGNOU, all in Ranchi. She was a Guest Faculty with Sri Krishna Institute of Public Administration, Ranchi.

She also has experience of working in the social sector for more than a decade in area of Behavior Change Communication and Policy Formulation related to Maternal Child Health Nutrition and Delaying Age of Marriage in Jharkhand with both the Government and International Organizations like UNICEF, USAID, DFID, and Intra-health International. She has contributed actively in designing of Training Modules on Life Skills for Adolescent Girls, Reproductive Health, Counseling, and Skilled Birth Attendant.

She has also been a Compeer with AIR & Doordarshan. She is also a certified Trainer in Genuine Contact Training Methodology.

Dr. Neeru Johri is also the Managing Editor of Mass Communicator, International Journal of Communication Studies.

**Ms. Preeti Mehra**

Associate Editor, Business Line, The Hindu





**Ashish Chatterjee**

Assistant Professor, JIMS, Vasant Kunj



Mr. Ashish Chatterjee, Assistant Professor, Department of Communication Studies JIMS Vasant Kunj blends experience from both the industry and academics. He has done his Masters in Mass Communication from Guru Jambheshwar University; BFA (Applied Art) from Delhi College of Art, New Delhi.

A design and communication faculty with 23 years of industry and more than 10 years of teaching experience in India & abroad, ghe has worked with leading publishing house such as Muscat Print & Publishing House, Sultanate of Oman; India Today Group, & Media Workshop India Pvt Ltd etc. Designed more than 100 Newsletters of various corporate houses and redesigned 'Times of Oman' newspaper. Given lectures and conducted several workshops on "Graphic Design", "Role of Colours", "Adobe Design Software", "Poster Design", "Film, Graphics & Animation" at various colleges and universities in India and abroad.

He has also taught at College of Applied Sciences, Ministry Higher Education, Sultanate of OMAN, Rai University and Amity University, Noida (U.P).

**Prof. Gauhar Raza**

Poet, Activist, Scientist, Documentary Filmmaker



Prof. Gauhar Raza, AcSIR Chief Scientist & Head, Science Communication through Multi-Media, National Institute of Science Communication and Information Resources is also a leading Urdu poet, social activist and documentary filmmaker. He has been working to popularize the understanding of science among general public. Prof. Raza is also known for his films like Jung-e-Azadi, on the India's First War of Independence, and Inqilab (2008) on Bhagat Singh. He was also the honorary director of Jahangirabad Media Institute.

In 1979 he joined Eicher Goodearth Ltd., a multinational company as an electrical engineer and solved a few major design problems that the company was facing and within a short span of time he rose to Executive-Engineer level. In 1982 he joined National Institute of Science, Technology and Development Studies (NISTADS) as a scientist.

Some of his works are the Plague, Media and People, NISTADS, 1996 (co-writers: Bharvi Dutt and Surjit Singh), Confluence of Science and Peoples' Knowledge at the Sangam, NISTADS, 1996 (co-writers: Surjit Singh, Bharvi Dutt and Jagdish Chander), A Delicate Space Ship, Youth for Disarmament, Delhi, 1998, Jazbon Ki Lau Tez Karo, Raj Kamal, Delhi, 1999, Walk the Sky, A play on violence against women, V-Day, Delhi, 2001, Science Crafts and Knowledge: Understanding Of Science Among Artisans In India and South Africa-Across Cultural Endeavour, Protea Book House, Pretoria, 2002 edited along with Hester du Plessis, HIV/AIDS Public Understanding and Attitude, NYKS, 2007 (co-writers: Surjit Singh and Chader Shekhar Pran).

He has been awarded the best subject expert for educational film in 1999 by the University Grants Commission, Creative Literature Award, Hindi Academy, 2001, for the collection of poems 'Jazbon Ki Lau Tez Karo', For contribution to Science writings and propagation of Science, Urdu Academy, Delhi, 2002.



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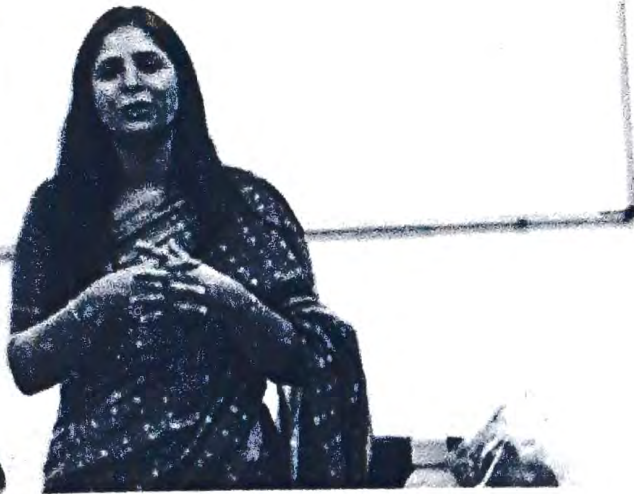
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## **f. K.G. Suresh**

Director General, Indian Institute of Mass Communication



Mr. K G Suresh is Director General, Indian Institute of Mass Communication. He has also served as the Senior Consulting Editor with Doordarshan News, Editorial Consultant with Asianet News Network Ltd, Chief Political Correspondent with Press Trust of India and Group Media Advisor to Dalmia Bharat Enterprises Ltd.

He is also serving as Honorary Adjunct Professor at the Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal, Government of Madhya Pradesh and Visiting Professor with the Delhi Institute of Heritage Research and Management, Govt of NCT Delhi.

With a rich professional cross-media experience of nearly three decades, Mr Suresh is the recipient of Prem Bhatia Fellowship for Research in Media by Young Journalists. He was designated Commonwealth Youth Ambassador for Peace by Commonwealth Youth Programme, Asia in 2012. In June 2015, He also received the first Khwaja Gareeb Nawaz Global Peace Award 2014 for his "extraordinary work" for the promotion of peace and communal harmony, at the Ajmer Shareef Dargah Campus, Rajasthan.

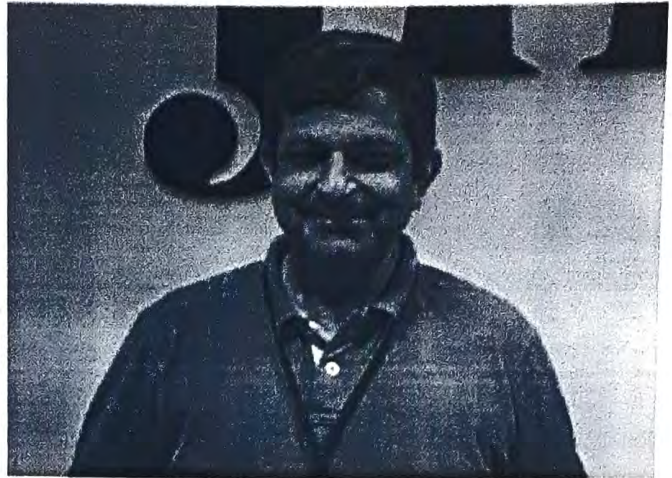
A post-Graduate in Mass Communications, Mr Suresh was the Editor-in-Chief and Member of the International Jury for the Media Colloquium at the prestigious Delhi Sustainable Development Summit -2015, a member of the Editorial Board of Experts constituted by the National Book Trust to commemorate the 150th birth anniversary of Swami Vivekananda, and the only journalist to represent India at the world media conference in Seoul in March 2015, organized by leading US daily, The Washington Times. He also attended the 16th World Sanskrit Conference at Bangkok, June-July 2015.

He was also on the international jury for the Plural+ International Youth Video Festival 2012, organised by the United Nations Alliance of Civilizations and the International Organisation for Migration. He was the first Indian to be nominated as a jury since the inception of the festival in 2009 and the only South Asian to be part of the 2012 seven member international jury.

His columns, analyses and comments on political, social, developmental and other topical issues are regularly published by

## **Dr Ravi K. Dhar**

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**Participants**

1. **Dr Neeru Johri**  
HOD, BJ(MC), JIMS, Vasant Kunj
2. **Dr Ritu Sood**  
Associate Professor, BJ(MC), JIMS, Vasant Kunj
3. **Mr Ashish Chatterjee**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
4. **Ms Aakanksha Sharma**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
5. **Mr Anish Saxena**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
6. **Ms Shikha Kukreja**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
7. **Ms Sanyogita Choudhary**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
8. **Ms Garima Malhotra**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
9. **Ms Priyam Ghosh**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
10. **Ms Suruchi Sirish**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
11. **Dr Manish Jain**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
12. **Ms Sakshi Arya**  
Assistant Professor, BJ(MC), JIMS, Vasant Kunj
13. **Ms Shifali Ahuja**  
Assistant Professor, BJ(MC), MAIMS
14. **Ms Kriti Singh**  
Ph.D Scholar, IGNOU
15. **Ms Rusha**  
Assistant Professor, BJ(MC) IMS Noida
16. **Ms Manasvi Maheshwari**  
Assistant Professor, BJ(MC) K R Mangalam University
17. **Ms Shikha Mudgal**  
Assistant Professor, BJ(MC) K R Mangalam University
18. **Ms Garima Sharma Nijhawan**  
Manager, Centre for Civil Society
19. **Ms Ankita Bharti**  
Visiting Faculty
20. **Ms Manisha Sehgal**

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## Participant's feedback



**Ms. Rusha**, Assistant Professor, BJ(MC) IMS Noida shared that how the entire week flew, she just did not realize because it was a great learning week for her.



**Ms. Priyam Ghosh**, Assistant Professor, BJ(MC) JIMS shared that the best thing she liked about the FDP was that it was inter-disciplinary, all the sessions were very informative and she is loved the introductory exercise where participants were asked to explain the qualities a teacher through with the object selected.



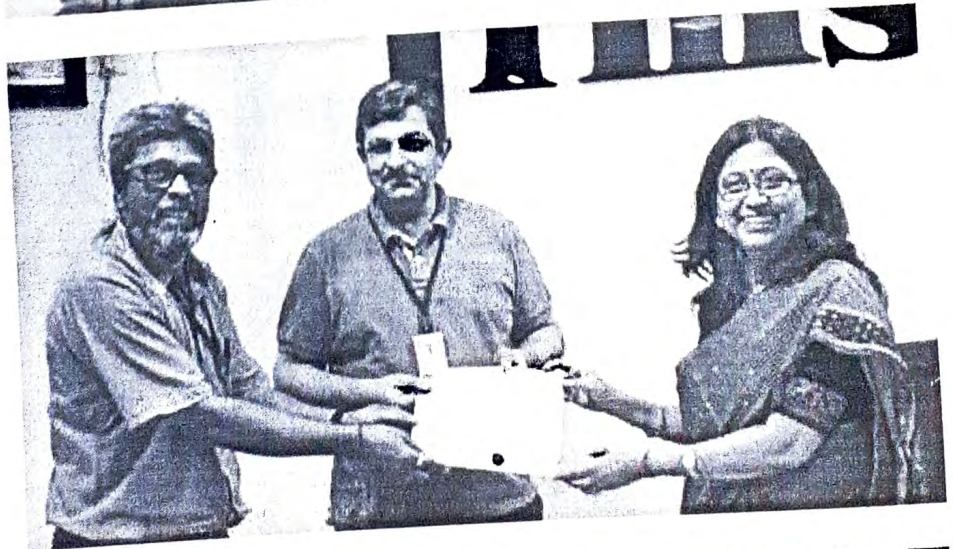
**Mr. Anish Saxena**, Assistant Professor, BJ(MC) JIMS shared that he would like to describe his whole experience in just one word "Awesome". He loved the session on disability as he personally could identify with the experiences shared by the expert.



**Mr. Ashish Chatterjee**, Assistant Professor, BJ(MC) JIMS shared that in last one week he has gathered so much of information that he feels much wiser and hopefully he will use it in his professional life. The whole experience was very good.



**Ms. Manasvi Maheshwari**, Assistant Professor, BJ(MC) K R Mangalam University shared that in field of academics one is always a keen learner and she can proudly say that this FDP will be a milestone in her journey of professional life.





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**Ms. Shikha Mudgal**, Assistant Professor, BJ(MC) K R Mangalam University appreciated the methodology & facilitation and will be looking forward to the next FDP.



**Ms. Garima Malhotra**, Assistant Professor, BJ(MC) JIMS shared that she would like to rate the FDP based on 3 'I', Innovative in terms of the theme of the FDP and the topics, Interactive in terms of the approach used in design of the FDP and Involvement of each participant in all the sessions.



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**Ms. Sakshi Arya**, Assistant Professor, BJ (MC) JIMS shared that she got an exposure to many new areas which can be easily be applied during course of her teaching learning process.



**Ms. Shifali Ahuja**, Assistant Professor, BJ (MC) MAIMS, shared that the whole package of opportunity for industry interface she had is very rare across most of the institutions and she loved that.



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**Ms. Kriti**, Ph.D Scholar, IGNOU shared that she was very thankful to JIMS for alleviating her knowledge status with a blend both theoretical and practical knowledge with wonderful facilitation comprising of simplicity, humbleness, gratitude and generosity, she will be looking forward to the next FDP.



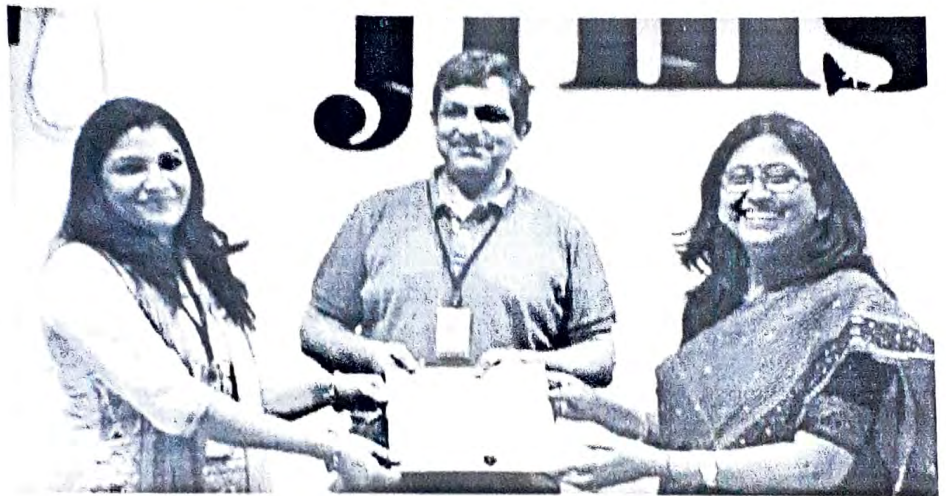
**Ms. Shikha Kukreja**, Assistant Professor, BJ(MC) JIMS shared that she feels intellectually enlightened and found the FDP a good learning platform where so many experts came on a common platform







**Ms. Garima Sharma Nijhawan**, Manager, Centre for Civil Society shared that FDP was a life nurturing experience as it exposed to new areas of communication and media. She also shared that the group was very good and the energies were positive.



**Dr Ritu Sood**, Associate Professor, BJ (MC) JIMS shared that the FDP was a learning experience as it exposed her to different dimensions of mass communication.

**Ms. Sayogita Choudhary**, Assistant Professor, BJ (MC) JIMS said that it was a fantastic experience for her. All the speakers were very good and there was no repetition. The first session on media ethics wonderfully set the agenda of the FDP.



**Ms. Ankita Bharti**, shared that the FDP was a good experience for her. She found it highly interactive and informative.

**Ms. Suruchi Sirish**, Assistant Professor, BJ (MC) JIMS shared that there was no overlapping of topics as they were very diverse yet linked and very contextual.

**Mr. Manish Srivastav**, Assistant Professor, BJ(MC) JIMS shared that the FDP was great learning experience as he could grasp very difficult topics very easily.



**Ms. Aakanksha Sharma**, Assistant Professor, BJ(MC) JIMS was enriching because of new and innovative aspects of things that introduced to us in an interesting

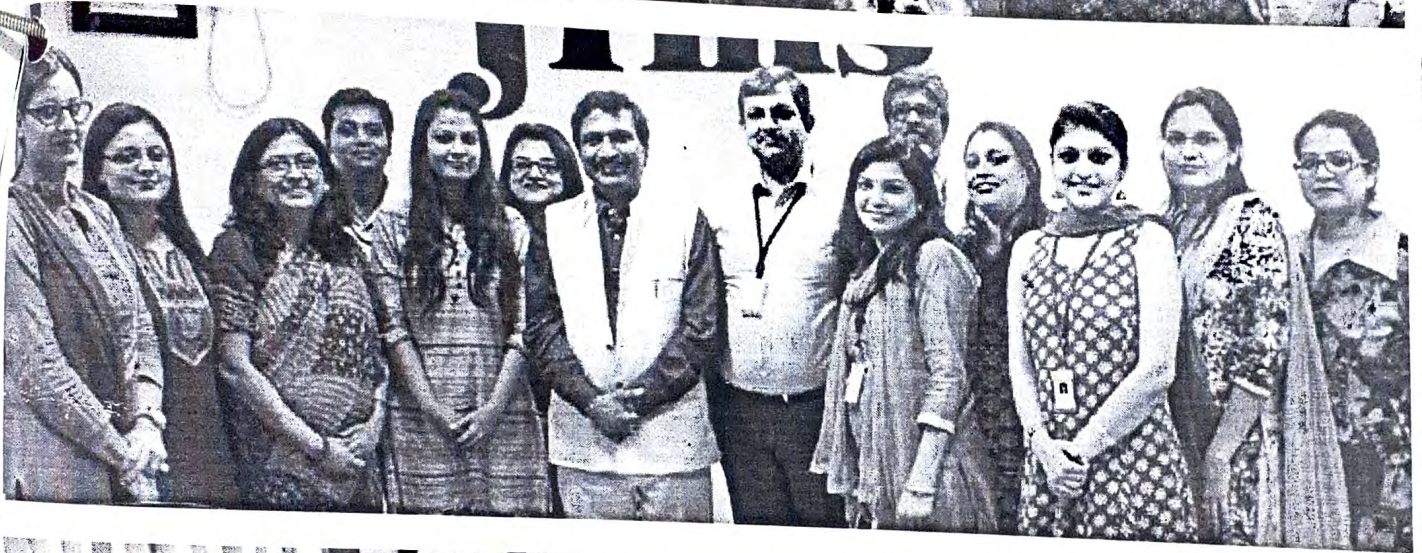


# *Glimpses of Faculty Development Programme*

13



DAY 1



DAY 1



DAY 2



DAY 2







