



**3rd Research Methodology Workshop on Open Education Resource (OER)
(e-PG Pathshala, MOOCs)**

**Organized by University School of Mass Communication [USMC]
G.G.S.I.P. University, New Delhi**

Sponsored by Indian Council of Social Science Research (ICSSR-NRC), New Delhi

**Note: All Sessions will be held at 1st Floor,
Administrative Block, GGSIPU, Delhi.**

**Resource Persons and
Programme Schedule**

(Day 1/18.02.2019/Monday/1st Floor Admin Block)

09:30 AM-10:00 AM	Registration
10:00 AM – 11:30 AM	Inauguration
11:30 AM – 12:00 PM	Tea Break
12:00 PM - 1:30 PM	Session 1
1:30 PM - 2:00 PM	Lunch Break
2:00 PM – 3:30 PM	Session 2
3:30 PM – 4:00 PM	Tea Break

(Day 2/19.02.2019/Tuesday/1st Floor Admin Block)

10:00AM - 11:30 AM	Session 3
11:30 AM – 11:45 AM	Tea Break
11:45 AM – 1:15 PM	Session 4
1:15 PM – 1:45 PM	Lunch
1:45 PM – 3:15 PM	Session 5
3:15 PM -3:30 PM	Tea Break
3:30 PM – 5:00 PM	Session 6

(Day 3/20.02.2019/Wednesday/1st Floor Admin Block)

10:00AM - 11:30 AM	Session 7
11:30 AM – 11:45 AM	Tea Break
11:45 AM – 1:15 PM	Session 8
1:15 PM – 1:45 PM	Lunch
1:45 PM – 3:15 PM	Session 9
3:15 PM -3:30 PM	Tea Break
3:30 PM – 5:00 PM	Session 10

(Day 4/21.02.2019/Thursday/1st Floor Admin Block)

10:00AM - 11:30 AM	Session 11
11:30 AM – 11:45 AM	Tea Break
11:45 AM – 1:15 PM	Session 12
1:15 PM – 1:45 PM	Lunch
1:45 PM – 3:15 PM	Session 13
3:15 PM -3:30 PM	Tea Break
3:30 PM – 5:00 PM	Session 14

(Day 5/22.02.2019/Friday/1st Floor Admin Block)

10:00AM - 11:30AM	Session 15
11:30 AM – 11:45 AM	Tea Break
11:45 AM – 1:00 PM	Valedictory
1:00 PM – 2:00 PM	Lunch



David Hind is President of the Asia Pacific Institute for Events Management; Managing Editor the Asia Pacific International Events Management Journal; Tourism Consultant, London Metropolitan University, UK; Chief Executive of the United Kingdom Event Industry Academy; and Chief Executive of the Travel Industry Academy Ltd ; until 31 August 2016 Head of School Events, Tourism & Hospitality, Leeds Beckett University, UK. He has over 30 years of experience working in the tourism, events and hospitality industries in the UK and overseas and networking with senior industry and education executives. Extensive events, tourism and hospitality experience in S.E. Asia in particular. Distinguished Professor at Chung Hua University, Taiwan; Visiting Professor at Bali, Institute of Tourism, Indonesia; Batam Tourism Polytechnic, Indonesia; Bandung Institute of Tourism, Indonesia; and Palembang Tourism Polytechnic, Indonesia.



Dr. Mohd Raziff Jamaluddin is a Faculty Member of Department of Hotel and Tourism Management, Management Science. Dr Jamaluddin has completed his Ph.D in Hospitality Management at Universiti Teknologi Mara, Malaysia. He has worked in the areas of Branding, Brand Social Responsibility, Brand Loyalty, Green Practices and Hotel Management, Responsible Tourism Development, etc.



Dr Shahid Rasool is a former U.S.A. Fulbright Fellow in Communication Technology, Ph.D. in Mass Communication, Master in Communication with specialisation in television and radio programme production, from Syracuse University, U.S.A. He has over 30 years of experience in teaching, research, production, and direction of educational films besides development of e-Content and Multimedia. He has produced and directed over 300 ETV films including 5 National level Award Winning Educational TV films. He has also co-ordinated development of around 500 e-content multimedia modules and over 1000 Learning Objects. Besides that he has coordinated development of MOOCs for CEC/MHRD under NME-ICT project. His research papers have been published in reputed journals and he also authored a book titled: “Educational Television in India” along with various reports and policy papers for national level agencies. He has delivered lectures at various places in the country and abroad and presented papers in various national/ international conferences.



Prof. Jaishri Jethwaney is currently working at Institute for Studies in Industrial Development (ISID) in its Media and Communications Division as the Project Lead for a UNESCO project covering nine countries in south Asia. She holds her Ph.D in International Studies from Jawaharlal Nehru University, New Delhi. Her areas of core competence are Political Communication, Social Marketing, Public Relations/Corporate Communication , Advocacy and Social Mobilization. She has over 25 years teaching experience first as Associate Professor and since 1996 as Professor & Program Director (Ad/PR) at the Indian Institute of Mass Communication, New Delhi, India



Prof. Gita Bamezai is currently the Professor and Head of the Communication Research Department at the Indian Institute of Mass Communication, New Delhi, India. Prof. Bamezai conducts national level research projects on behalf of the central government and various ministries on communication and media for development. Prof. Dr. Bamezai has a long teaching and research experience of 35 years in the area of Communication and Media Research. Prof. Dr. Bamezai worked with the National Institute of Health and Family Welfare, a Think Tank of Ministry of Health and Family Welfare, GOI for over two decades. She was the Lead Consultant with National AIDS Control Programme of India. Currently she is the Chairperson of the Advisory Group on Advocacy, Communication and Social Mobilization of the TB Control Programme (RNTCP) in India. She has been conducting in-service training programmes and education in Development and Health Communication.



Prof. K. Srinivas Head of ICT & Project Management Unit of National Institute of Educational Planning and Administration (NIEPA) a Government of India, Ministry of Human Resource Development (MHRD) Institution in New Delhi. Prof. K. Srinivas holds a Ph.D degree in Computer Science and has been utilizing Open Source ICT Tools and Technologies in Teaching, Learning and Student Evaluation since 1990, both at the Graduate and Post Graduate levels. His areas of interest are e-Learning, blended learning, MOOCs, ICT enabled Pedagogy, Computer Applications in Project Management, e-governance. He is having more than 29 years of Teaching, Research, Industry and Consultancy experience. Prof K. Srinivas is a valuable resource person and delivers skill based technical sessions/lectures across the country for Faculty Development Programmes [FDP] , Faculty Induction Programmes [FIP], Refresher Courses and Orientation Programmes at UGC HRDCs in various universities and other UGC HRDCs and Universities in India on e-Learning.



Prof. (Dr.) Sushma Kasbekar is a Professor of Communication at the Department of Mass Communication at Assumption University of Thailand, Bangkok, Thailand. Apart from that, Prof. Kasbekar is a writer, educationist, journalist and a poet. She has actively engaged in various teaching and research based engagements and her areas of interest has been in the field of English Literature, Communication, Journalism and Mass Communication. She has been awarded the “St. Hillaire Prize for Distinction in Writing” from Assumption University in 2015 and “Austen Wingate Prize for Journalism” from Nagpur University in 1976.



Prof. (Dr.) Amit Prakash Singh is a Faculty Member at University School of Information, Communication & Technology. He joined the Department of GGSIP University in 2001 and has been an active faculty member ever since. His area of expertise is in Artificial Neural Networks, Artificial Neural Network, Machine Learning and Data Science. Prof. Singh has earlier worked as Lecturer in University of Hyderabad and Banasthali Vidyapeeth. He has developed laboratory and course curriculum of Embedded System Design and Digital System Design for B.Tech and M.Tech. Students. He is a member of IEEE, IETE, CSI, VLSI Society of India and Indian Microelectronics Society. He has published more than 50 Research papers in International/National Journals and attended various National/ International Workshops and Conferences.



Dr. Dhruva Jyoti Pati is currently the Dean of EMPI's Ajit Haksar Institute of Advertising in Communication and Marketing Management. Dr Pati has more than 27 years of experience in the field of Communication, Brand Management, Corporate Communication, Consumer Insight and Media Planning in many reputed establishments and institutions in India. Apart from that, Dr. Pati has conducted various research and special projects for both the government, corporates and international organizations in the field of Development Communication and Media and Communication. He has also conducted training programmes for corporate executives, faculty members and NGO sectors in the areas of Consumer Insight, Sales, Image and Identity Management, Brand, Visual Merchandising, Retail, Advocacy, Team Building, Qualitative Research, Fund Raising etc.



Dr. Mausumi Bhattacharyya is Associate Professor and Department In-Charge at Centre for Journalism and Mass Communication, Visva-Bharti University. Dr. Bhattacharyya's area of specialization is Audience Research, Audio-Visual Media, New Media and Gender Studies. Dr. Bhattacharyya has also been a part of research projects on Media Research and Gender Development and has been the Paper Coordinator of "Gender, Media and Society" under "Media and Communication Studies" in e-PG Pathshala an OER project sponsored by UGC.



Mr. Anurag Mishra is the Editor at MSN India (Hindi). He has been the Metro Editor at Hindustan and was responsible for the coordination of Delhi-NCR Reporting and Desk. He has also been a reporter at Amar Ujala.



Ms Poonam Singh is the Assistant Editor at Business World. She is an experienced Web – Editor and has a rich history of working in the publishing industry. She has thorough Media and Communication professional skilled in Web Content Writing, Storytelling, News Writing, Headline Writing, and Business Journalism.



Nisheeth Dixit is an Advocate and Cyber Law Consultant in Delhi. He is the member of the Supreme Court Bar Association, Rajasthan High Court Bar Association, Bar Council of Rajasthan, Jodhpur. Mr. Dixit has a specialization in Cyber Law and Cyber Crime, Civil and Criminal Laws, Telecommunications Law, Corporate and Economic Offences, Media and Advertising Laws, Intellectual Property Rights Laws and Real Estate and Banking Laws.

Programme Coordinators

3rd RMC Workshop 2019



Dr. Durgesh Tripathi is the founding faculty member of University School of Mass Communication (USMC) at Guru Gobind Singh Indraprastha University (GGSIPU), Delhi. He is also a Post-Doctoral Fellow at Indian Council of Social Science Research (ICSSR). Dr. Tripathi's contributions can be exemplified with 3 major research projects of UGC and ICSSR. He has been the Co-Principle Investigator for Open Education Resources (e-PG Pathshala) and Course Coordinator for MOOCS (Society and Media) for UGC, Govt. of India. Dr Tripathi has visited Shanghai [China] in the year 2016 on the invitation of Shanghai International Studies University ,Shanghai and Bangkok [Thailand] in the year of 2017 on the invitation of Burapha University to deliver his expertise. He was requested his presence for the Colloquium organised by Hallym University, South Korea to share his experience and understanding. Upon receiving an invitation from University Technology MARA Dr. Tripathi visited the Malaysian University in 2018 to deliver speech and presentation. Dr. Tripathi further visited Toronto and Singapore for educational discourse and to collaborate with various academic institution of eminence.



Dr. Sachin Bharti, an awardee of National Scholarship from Ministry of Culture, Government of India and a Ph.D holder, has done his M.A in Mass Communication from the prestigious AJK MCRC, Jamia Millia Islamia University. He has worked with National Institute of Fashion Technology, Ministry of Textiles, Government of India, New Delhi as Assistant Professor. He has delivered special lectures in various institutes and universities in India and abroad. He has coordinated two National Seminars as Convener, both sponsored by ICSSR, Ministry of HRD, Government of India. Also, he convened two 10-day Research Methodology Workshop, sponsored by ICSSR, Ministry of HRD, Government of India. Dr. Bharti has done a Minor Project, sponsored by UGC and a Major Project, sponsored by ICSSR, Ministry of HRD, Government of India. He has also been associated with the Commission for Scientific and Technical Terminology, Ministry of HRD, Government of India, New Delhi for creating concise dictionary on Mass Communication terminology.