

Curriculum Vitae



I. Personnel Details

1	Name	BACHHA BABU,Ph.D.
2	a. Current Address for communication c. Mobile No. d. Email ID	Sr. Assistant Professor , DEPARTMENT OF MASS COMMUNICATION AND MEDIA STUDIES ,CENTRAL UNIVERSITY OF JAMMU(J&K) Mobile-9419262028 Mail- bachha.mcnm@cujammu.ac.in,bachha2020@yahoo.com
3	Experience Details	1-Department of Mass Communication & New Media Studies, Central University of Jammu (J&K) , Permanent (From 05/03/2014 to Till date) Pay Scale : Level -12 . 2- School of Journalism and Mass Communication , Devi Ahilya University ,Indore, Contractual (21/07/2013 to 04/03/2014),Pay Scale - 15,600 - 39,100 (Consolidated)

II. Educational Qualifications

<i>Name of Degree</i>	<i>Name of the University</i>	<i>Year of Passing</i>	<i>% of marks</i>	<i>Main Discipline</i>
Master's	MGAHV, Wardha (A Central University)	2009 (GOLD MEDAL)	74.4%	MASS COMMUNICATION
Ph. D.	MGAHV, Wardha (A Central University)	2013	Topic- Media Freedom and Ethics of News Channel : A Critical Study	MASS COMMUNICATION
PG Diploma	MGAHV, Wardha (A Central University)	2012	63%	ELECTRONIC MEDIA AND FILM PRODUCTION
Certificate		2011	74%	JAPNEESE LANGUAGE

III.

Area of Specialization :-

- ❖ Indian Communication Modal & Theory
- ❖ ICT & Digital Literacy
- ❖ Social Media Technology
- ❖ Language Media
- ❖ Communication Research
- ❖ Media Ethics & Law
- ❖ Development Communication

IV.Research Output :

<p>Projects Completed</p>	<p>03</p>	<p>1.Evaluation Study of the Units Financed by J&K SC,ST & BC Development Corporation Ltd ,<u>Role: PI</u> <u>Year 2019, Amount 5 lac</u> <u>Funding Agency : J&K Govt</u></p> <p>2.Conventional and New Media in Jammu and Kashmir :An analysis of Happenings and Contents <u>Role: Co-Project Director</u> <u>Year 2017, Amount 20 Lac</u> <u>Funding Agency : ICSSR</u></p> <p>3.Tracing History of Print Journalism in Jammu and Kashmir Status : Ongoing (Final Stage) <u>Role: Principle Investigator</u> <u>Year 2021, Amount 2 Lakhs</u> <u>3. Funding Agency : Central University of Jammu</u></p>
<p>Consultancy</p>	<p>01</p>	<p>1. Title: JAMMU & KASHMIR SKILL PROMOTION INIATIVE . <u>Type: Completed Consultancy</u> <u>Duration 12 Month</u> <u>Total Grant/Funding received(Rs.):More than 50 Lac</u> <u>Sponsoring/ Funding Agency: J&K HIGHER EDUCATION DEPARTMENT (Under Skill India Programme)</u></p>

Ph.D. Guidance (04)	03 Awarded	<p>1. Title - Information and Communication Technology (ICT) and Conflict Resolution: A Study of Kashmir Valley Scholar – Akshay Kumar Status- Awarded</p> <p>2. Title - Fake News in Social Media : A Study in J&K Youth. Scholar – Arvind Sagar Status – Awarded</p> <p>3. Title - Effect of New government Guidelines for Online Streaming (OTT) Media on viewership of Indian Users and creation of Digital content of OTT platforms. Scholar- Sakshi Negi Status - Awarded</p>
	02 Submitted	<p>1. Title - Socio - Economic and Personal Mobilization of Women Through Community Media in India . Scholar - Anju John Status - Submitted</p>
M.Phil./PG Guidance	32	

IV. Papers in Journals (Details of Upto 10)

<i>S. No.</i>	<i>Title of the Article</i>	<i>Name of the Journal, Place of Publication and Frequency</i>	<i>Month, Year and Volume of Publication with Page Nos.</i>	<i>Is the Journal Scopus Indexed / UGC CARE listed? (Yes/No)</i>
1.	Community Media, A New Phase of Women Empowerment in India: A Case Study of Kanchenjunga 91.2 FM	SSRN, Elsevier	VOL-5 ,NO-5, FEB 9, 2023	SCOPUS
2.	TRENDS IN ADOPTION RATE OF OTT PLATFORMS IN INDIA AND CORRELATING IT WITH DIFFUSION OF INNOVATION THEORY	SSRN, Elsevier	2022	SCOPUS
3.	HEALTH SEEKING BEHAVIOR OF	frontiers	2023	SCOPUS

	STREET CONNECTED CHILDREN IN ADDIS ABABA (REVIEWD)			
4.	JAMMU KASHMIR KI PATRAKARITA KA ITIHAS Single Author SAMVAD PATH , 2078 , 41-48 , 2021 , 2581- 7353,UGC -CARE	SAMVAD PATH	VOL-2078,PAGE- 41-48,2021	UGC-CARE
5.	MEDIA NAITIKTA KA DARSHANSHAST RA Single Author SAMVAD PATH , 3 , 22-31 , 2020 , 2581-7353,UGC - CARE	SAMVAD PATH	22-31,2020,2581	UGC-CARE
6.	JOURNALISM EDUCATION IN JAMMU AND KASHMIR	COMMUNICATOR (PUBLISHED BY IIMC,NDELHI)	2020	UGC-CARE
7.	COMMUNITY MEDIA: A VENUE OF MEDIA LITERECY	COMMUNICATION TODAY	2023,0975217X	Peer Reviewed
8.	JAIN DARSHAN ME KARM KI AVDHARNA	GAGANANCHAL . Ministry of External Affairs , Govt of India	5-6 , 18 , 2022 , 0971-1430	UGC-CARE
9.	MIGRATION AND MEDIA REPORTING WITH SPECIAL REFERENCE TO KASHMIR MIGRANTS	RESEARCH DIRECTIONS	3 , 36-52 , 2018 , 2321548 8	UGC Listed
10.	WOMEN AS MEDIA PERSONS IN KASHMIR: A STUDY ON LIMITATION AND CHALLENGES	RESEARCH DIRECTIONS	6 , 311-317 , 2019 , 23215488	UGC Listed

V .Edited Books Chapters :- Upto 05

Title : NEP 2020: Transformational change for multidisciplinary and Holistic Education system.	Editor\'sName : Prof Manoj Saxena Author : Single Author, National Year : 2021,ISBN No : 978163640008
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Title : Swami Dayanand As a writer and critic	Editor\’s Name : Prof Raj Mahajan Author : Single Author,National Year : 2020,ISBN No : 9789386754622
Title : Political Economy of Mass Media	Editor\’s Name : Prof Rabindranath Monukonda Author : Single Author National,Year : 2017,ISBN No : 9788193448045
Title : Rajniti ,Media evm Corporate ke madhya antarsambandh	Editor\’s Name : Prof Sanjay Singh Baghel Author : Single Author National,Year : 2014,ISBN No : 9789385689666

VI.Administrative Responsibility & Memberships in Committee :-

Head - Dec 2021 to till date

Proctor – July 2019 to Sept 2022

Director , Centre for Yoga – Jan 2020 to till date

Media Officer – 2015 to Sept 2022

Deputy Nodal Officer cum Admission Coordinator- 2020 (Central University Combined Entrance Test)

Member – UGC- SWAYAM Courses Mapping Committee (2020)

Coordinator –Dept. of Mass Communication & New Media (2016 to 2020)

Member Secretary -Media Advisory Council (J&K) (2018 to 2021)

Member Secretary- University Sports Advisory Council (2018 to 2021)

Member- Standing Committee Academic Council (VC Nominee),CUJammu (2017 to 2020)

Member- Academic Council , CUJammu

Member-School Board ,BOS & DRC Dept.of Mass Communication & New Media (till date)

Member-BOS Dept.of Education & Social Work (as Inter Disciplinary Subject Expert), CUJammu & Others University.

Member-NSS Governing Body (2016 to 2019)

Member – Examination Disciplinary Committee (2015 to 2018)

Editorial Member – University Magazine CAMPUS UPDATE (2015 to till date)

Editorial Member – University Hindi Magazine □□□□□ □□□□□□ (2015 to 2018)

Peer Reviewer – I I M C ,N.Delhi Journal COMMUNICATOR

VII.Honours and Awards :

1.Gold Medal (M.A in Mass Communication)-2009

2.UGC NET-JRF Qualified in Mass Communication -2011

3.Inspired Faculty Award-2020 (Given by Executive Council,Central University of Jammu)

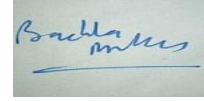
4.Jury Member,12th National Science Film Festival ,Bhopal(2022) Organized by VIGYAN PRASAR,DST.

VIII.Seminars/Conferences/Invited Talk /Articles writing :

- ❖ **Participated More than 100 International/National Conferences as Paper presenter,Session Chair & Resource Person .**
- ❖ **Visited South Africa (Johannesburg) as Indian Delegate for Attending 9th World Hindi Conference 2012 organized by Ministry of External Affairs,Govt of India.**
- ❖ **Regular Contributor/Published All India Radio/ DD Channel/National Daily Newspaper .**

Place:JAMMU

Date: **08/10/2023**

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Signature