

CURRICULUM VITAE

DR. RUCHITA SUJAI CHOWDHARY

ASSISTANT PROFESSOR & INCHARGE

Department of Journalism & Mass Communication

Khwaja Moinuddin Chishti Language University,

Sitapur- Hardoi Bypass Road ,Lucknow

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Qualified UGC NET (2008), CET(U.P.)

Sl. No.	Degree	Institution	Year
1.	Ph.D. (Mass Communication)	SRMU	2019
2.	Post Graduation (MA-JMC)	KUK	2006
3.	Postgraduate Diploma in Mass Communication & Electronic Journalism	MJP Rohilkhand University	2005
4.	Graduation (B.Sc.)	MJP Rohilkhand University	2004
5.	Intermediate	CBSE	2001
6.	High School	CBSE	1999
7.	Diploma in Tourism Studies	UPRT Open University	2004

AREA OF SPECIALIZATION

An innovative and inquisitive academician constantly engaged in academic and practical activities in the field of Cinema Studies, Radio Broadcasting , Visual communication & production

AWARD RECOGNITION

- Received Award for best Anchor by **Zila cultural Organization**, Bly (U.P).

- Nominated for the **HT Women Awards**, Lucknow 2017.
- Received felicitation for women Empowerment on March 15, 2021 by “Bazm-e-Khwateen, Lucknow.

BOOK PUBLICATION

- Co-Author of Edited book entitled "**Social Security of Women In India**" by Aparna Prakashan, ISBN 987-82407-07-2.
- "**Gender Minorities: Images of Invisibility in Hindi Cinema**" published by Akshara Shilpi, New Delhi with ISBN 978-93-82641-44-5.
- "**Youth Empowerment: Issues and Challenges**" under publication.

LIST OF SELECTED OR MAJOR PUBLICATION

- Published many Articles, Features and Soft news Stories in **Dainik Jagran** with By-line.
- Designed a NEWS LETTER for NACA Bareilly, 2017.
- “**A study of food buying behavior among children of Bareilly city**” Samwad (R.N 367/2010-11)
- “**Cinematic treatment of Science in Indian Films: A perspective analysis**” submitted on February 4, 2016 publication in MINDSHARE International Journal of Research & Development (ISSN 2229-4872) Volume V Issue 4.
- "**A Masculine Depiction of the Struggling Genders in Hindi Cinema**" published in Jigyasa with ISBN 0974-7648.
- "**The Glam of Science in Bollywood**" chapter accepted.
- "**To Analyze the Effectiveness of Public Service Advertisements among Young Girls**" published in Jigyasa with ISBN 0974-7648.
- "**Bollywood's portrayal of Rejected souls**" published in Shodh with ISBN 0970-1745.
- "**Gendered Teletoons": A Content analysis of popular children's shows**", Pages: 18-25 published in Social Security of Women in India with ISSN 987-82407-07-2.
- "**Role of Text Books in Creating Environmental Awareness among Adolescents**" published in Role of Education in Sustainable Environmental Management and Biodiversity Conversation, Published by SRS Publications & Distributions with ISSN 978-81-926826-6-2.
- "**Filmy Spaces for Non-Binary Genders in Hindi Cinema: A Study Focused on the Gay-themed Features Films**", published in Shodh Sarita, ISSN-2348-2397.
- "**To Study The Role Of Media In The Promotion Of Responsible-Tourism**", JCR. Year: 2020, Volume: 7, Issue: 4: 4132-4135. DOI: 10.31838/jcr.07.04.460, ISSN 2394-5125 as a second author.
- "**An Indepth Analysis About The Adaptability Of New Technology In Popularising Adolescence Education**", published in International Journal of Research and Analytical

Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138 Published In IJAR (www.ijrar.org)
UGC Approved (Journal No : 43602) & 5.75 Impact Factor Volume 7 Issue 4 , Date of
Publication: October 2020 2020-10-06 14:09:01.

- **“The Transition Saga of Masculinity in Hindi Films: Then & Now”** published in International Journal of Research- Granthalayah ISSN-2350-0530(o) ISSN-2394-3929 (<http://granthaalayah.com>), DOI: April 30, 2021.
- https://www.researchgate.net/publication/344899305_Bollywood_Shows_Lesbian_Women_as_Stereotypes_Male_Fantasies_A_Case_Study_of_Lesbian_Characters_in_Hindi_Cinema

INVITED LECTURES

- Delivered lecture on **"Gender Issues"** in Round Table Discussion Organised by UPSACC dated Oct. 7, 2015.
- **"Journalism in the Era of Social Media"** in the National Workshop dated Dec 30, 2015 Organised Jahagirabad Media Institute, Barabanki.
- **"Minorities and their Issues"** in a Round Table Discussion dated April 28, 2016 Action Aid , Lucknow Organisation.
- **"Badalte krishi parivesh me takniki suchanao ki aawashakta evam sancharan"** in Mass media and Mass Communication course dated Feb 27-Mar 2, 2017 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Krishi me vibhinn prakar ki massmedia ki bhoomika, upayogita evam vartaman paridrishya"** in Mass media and Mass Communication course dated Feb 27-Mar 2, 2017 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Mahila shasaktikaran me massmedia ki bhoomika evam vartaman paridrishya"** in Mass media and Mass Communication course dated Feb 27-Mar 2, 2017 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Broadcasting Technology and Use of ICT"** course dated Sep 7, 2017 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Gender sambandhi vishayon ki samasyaien"** in Gender sensitization course dated Sep 7, 2017 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Introduction to New Media"** invited Lecture at Jahangirabad Media Institute, Barabanki.
- Developed **02 modules for e learning material** for Module developed for NME-ICT project of CEC, New Delhi.
- **"Mahila shasaktikaran"** dated September 9, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.
- **"Uses of ICT in agriculture"** dated September 9, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmankhera, Lucknow.

- **"Gender Sensitization"** dated October 31, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmanckhera, Lucknow.
- **"ICT & Agriculture"** dated October 31, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmanckhera, Lucknow.
- **"Gender Sensitization"** dated November 20, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmanckhera, Lucknow.
- **"ICT & Agriculture"** dated November 21, 2018 organised by Rajya Krishi Prabandhan Sansathan Rehmanckhera, Lucknow.
- **"Radio Talk on Youth and Nation Development"** dated December 9, 2018 by AIR, Lucknow.
- **"Role of Media in Women Empowerment"** dated March 2, 2019 organised by Altamas, Lucknow.
- **"Basic Principles of Photography"** dated June 3, 2020, Live lecture series organised by Bachpan Express.
- **"Depiction of Gender Minorities in Hindi Cinema"** live lecture organised by Rehbar Trust, June 20, 2020.
- **"Electronic Media ki Bhumika, Upayogita evam vartaman paridrashya"** organized by Rajya Krishi Prabandh Sansthan, Lucknow on December 21, 2020.
- **"Internet ki bhumika evam krishi taqniki ki bhumika evam upayogita"** organized by Rajya Krishi Prabandh Sansthan, Lucknow on December 21, 2020.
- **"Gender Sambandhi vishyon ki samasyaen evam samadhan"** organized by Rajya Krishi Prabandh Sansthan, Lucknow on January 20, 2021.
- **"Mise-en-scene: Tool of Cinematic Language and Expression"** Seminar, organized by Bachpan Express on July 10, 2021.
- **"Current Media Scenario and Laws"** organized by Integrated Society of Media Professionals on July 10, 2021.
- **"Practices of Menstruation in India"** organized by Finish Society on July 28, 2021.
- **"Depiction of third Gender in Hindi Cinema"** organized by Communication Today on July 11, 2021.

MAJOR PROGRAMME ORGANIZED

- Convener of the National Seminar "Inclusive Growth of Minority Women through ICT" dated February 13-14, 2015
- Convenor one day workshop on "Techniques behind the construction of IMAGES for press" dated August 19, 2015.
- Convenor, National Seminar on " Social Security of Women in India" dated April 19 , 2017.

- Convenor, National Workshop in collaboration with Vigyan Prasar on "Science Film Making" dated December 26-28, 2016.
- Convenor, National Seminar on " Youth Empowerment: Issues, Challenges & Concerns" dated February 22-23, 2017.
- Convenor, three day Workshop in collaboration with Oxfam India on "Gender Sensitization" , 2019.
- Convenor, two days Webinar entitled "Leveraging New Media for the Communication in the Midst of COVID 19" 2020.
- Organising Secretary, two days Webinar entitled "Dekho Apna Desh" 2020.
- Coordinator of "Rise & Shine India campaign" a three days career counseling programme 2020.
- Organised Extension Lecture on "Role of Social Media in a COVID19 phase" on April 30, 2021 (Speaker:Mr. Prashant Srivastava from the Print).
- Organised an E- workshop on "Exploring Nonviolent Communication" on May 19, 2021 in collaboration with Gandhi Smriti and Darshan Samiti.

WORK EXPERIENCE

- Working as **Assistant Professor &** (Regular) in the Department of Journalism & Mass Communication, Khwaja Moinuddin Chishti Language University, Lucknow (2013- till date).
- Worked as **Faculty Member** at International School of Media and Entertainment Studies, 2012- 2013.
- Worked as **Assistant Professor** at Invertis University Bareilly, Institute of Mass Communication & Journalism.(One Semester), 2011.
- Worked as **Guest Lecturer** (Adhoc Basis) at MJP Rohilkhand University Bareilly, Dept. of Mass Communication & Electronic Journalism.(02 years), 2009-2011.
- Appointed as **PRO-cum-Academic Head**, Narayan Academy of Civil Aviation , Bareilly, Teaching Tourism subject, soft skills and communication and Handling Administration department. Responsible for all the PR campaigns and Media planning.(2 years) 2007-2009.
- Worked as **free-Lancer** -Dainik Jagran ,Bareilly (One and half year) Writing Features, News articles and Interviews, 2004-2006.
- Worked as **Announcer at AIR** , Bly (YUV-Vani Program), 2006 (One year).
- Worked as **script writer-cum-Anchor** - VM Darpan, Local Channel, Bareilly.(8 Months)

SEMINARS/WORKSHOPS/COURSES ATTENDED

- Attended **FDP**, organised by Department of Commerce, University of Lucknow dated Oct.26-Nov.1, 2015.
- Attended **Orientation Programme**, MHRD, Lucknow University, dated August 2-31, 2016.

- Attended **Winter School**, MHRD, Lucknow University, dated December 1-22, 2017.
- Completed online **FDP** organised by School of Arts, Humanities and Social Sciences, REVA University, Bengaluru on "Contemporary Approaches in Media" from September 27 - October 4, 2020.
- Attended **Factshala workshop** powered by Google newsinitiative from November 24-26, 2020.
- **Film Appreciation Course** completed from FTII, Pune from November 23 - December 19, 2020.
- Attended two week online **FDP** organized by University School of mass Communication, IQAC, MOOCs-IPU, Guru Govind Singh Indraprasth University on “Developing Academic Leaders for Future: New Perspective & Trends” from April 15-27, 2021.
- Attended more than 50 Workshops and Seminars and presented papers including one International Conference in American University at Dubai .

ADMINISTRATIVE ABILITIES

- Presently officiating the Inchargeship of the Department of Journalism & Mass Communication, Khwaja Moinuddin Chisti Language University, Lucknow.
- Convenor, Incubation Centre, KMCLU.
- Convenor, Institution’s Innovation Cell, KMCLU.
- Member Cultural Committee Cell, KMCLU
- Member SC/ST Cell, KMCLU (2021-2022)
- Incharge, Social Media Cell, Khwaja MOinuddin Chishti Language University Lucknow from May (2021-22).
- Nodal Officer, E-Content, Khwaja Moinuddin Chisti Language University, Lucknow, 2021- till now.
- Nodal Officer State Level, E-Content, Khwaja Moinuddin Chisti Language University, Lucknow, 2020.
- Nodal Officer, E-Content, Khwaja Moinuddin Chisti Language University, Lucknow, 2020.
- Member Examination Committee, Khwaja Moinuddin Chisti Language University, Lucknow, 2018- till now.
- Member Admission Committee, Khwaja Moinuddin Chisti Language University, Lucknow, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021.
- Member Academic Council, Khwaja Moinuddin Chisti Language University, Lucknow, 2018-2021.
- Have been appointed the Care Taker officer NCC, Khwaja Moinuddin Chisti Language University, Lucknow to establish the NCC Unit in the University, 2019.
- Convener, SWAYAM, Khwaja Moinuddin Chisti Language University, Lucknow.2017-2021

- Member, AISHE, Khwaja Moinuddin Chisti Language University, Lucknow.
- Webmaster, Khwaja Moinuddin Chisti Language University, Lucknow 2017-2020.
- Secretary, Alumni Cell, Khwaja Moinuddin Chisti Language University, Lucknow, 2017-2021.
- Member Convener, BOS of Department of Journalism & Mass Communication, Khwaja Moinuddin Chisti Language University, Lucknow since 2013 to till date.
- Member Women Cell, Khwaja Moinuddin Chisti Language University, Lucknow (2014-2017).
- Member IQAC Cell, Khwaja Moinuddin Chisti Language University, Lucknow in 2017.
- Secretary, Alumni Association, Khwaja Moinuddin Chisti Language University, Lucknow.
- Chairman, Parent-Teachers Association, Khwaja Moinuddin Chisti Language University, Lucknow.
- Organizing committee member in National Seminar on Women empowerment towards Gender Equality 5-7th March,2014 at KMCUAF University,LKO.
- Organizing committee member in National Seminar on Role of media in Promoting RTE, 11-12th March2014,KMCUAF University,LKO.
- Co-ordinator of Admission committee.
- Member of technical Committee in Dept. of Mass Communication, KMCUAF University, Lucknow.
- Have done volunteering for Nehru Yuva Kendra (UP)
- Organising Committee member of Aviation Job Fair at Delhi Pragati maidan 2007.
- Organising Committee member in a Fashion Show jointly organized by NACA and Graha Shobha 2006.
- Co-ordinator Vigyan Rail-Science Exhibition on wheel (Halt Bareilly) 2004.
- NCC 'C' Certificate Holder

COMPUTER/SOFTWARE PROFICIENCY

- Operating knowledge of FCP (Video editing software).
- Knowledge of Cool edit Pro (Audio software).
- Knowledge of Page maker.
- Knowledge of Adobe Photoshop.
- Knowledge of Audition Software.
- Familiar with new media technologies & ICT

LANGUAGE PROFICIENCY

- Hindi, English, Urdu

PERSONAL DETAILS

Spouse Name : Mr. Sujai Chowdhary
Marital Status : Married
Children : Two
E-mail ID : ruchitasujaichowdhary@yahoo.in,
drruchita@kmcuafu.ac.in
Address : MMIG-52, Sector, C, SBI Colony, Sitapur Road
Scheme, Aliganj, Lucknow.

SOCIAL MEDIA PRESENCE

- Podcast : Bedtime Stories with me Ruchita
- YouTube Channel: Video blogging about different tourist places in India
- Instagram: Photography revolving around Indian tourists places

EDUCATIONAL INTERNATIONAL VISITS

- Dubai

(Dr. Ruchita Sujai Chowdhary)