


FACULTY PROFILE PROFORMA

Title (Ms/Mr/Dr/Prof)	Dr.	Bharti	Shandilya	Photograph
Designation	Assistant Professor			
Department	Journalism			
Address (Official)	Department of Journalism, Kalindi College, East Patel Nagar, New Delhi - 110008			
Phone No.	-			
Email	msbharti@kalindi.du.ac.in bs.dreams07@gmail.com			

EDUCATION

Subject	Institution	Year	Details
Doctorate of Philosophy (PhD)	Indira Gandhi National Open University (IGNOU) (with 6-month Regular Course work as per UGC norms)	2017-2022	PhD Title – <i>“Role of Film Criticism in Film Marketing and Revenue Generation in the Era of Social Media”</i>
M.A. Journalism and Mass Communication	Indira Gandhi National Open University (IGNOU) (On-campus Regular Mode)	2009 to 2011	Offered in full-time regular mode by the University. (Gold Medalist)
B.A. (H) Journalism and Mass Communication	University of Delhi	2006 to 2009	Full Time
Post-Graduation Diploma in Journalism	Bhartiya Vidya Bhawana (Evening / Regular Mode)	2009- 2010	Part-Time
Professional Diploma in Advanced Multimedia Applications	F-Tech Computer Education	2006-2007	Professional
Certificate in Community Radio	IGNOU (With 15 days of Professional training in Gyan Vani Radio Station)	2012	Professional
Certificate in the French Language	DITTM, Chanakya Puri	2009	Part-Time

CAREER PROFILE

Organisation/Institution	Designation	Duration	Role
Department of Journalism Kalindi College, University of Delhi	Assistant Professor	January 2020 Onwards	Taking Lectures on a regular basis
Delhi School of Journalism, North Campus, University of Delhi	Lecturer	2019 - 2020	Guest Lecturer
Centre for Early Childhood Education and Development (CECED), Ambedkar University Delhi	Project Associate (Advocacy, Communication, Documentation)	2018-2019	Leading the Communication Department. In Charge of all Publications, Event organization, Public Relations, Advocacy, Documentation, Website, and Social- Media of the Centre
Centre for Community Knowledge (CCK), Ambedkar University Delhi	Research Assistant (Video Production, Editing, Photography, Event Management)	2015-2017	In-house Documentation In- Charge, Production Manager, Event Coordinator, Editor, Photographer and Designer. Dealing hand of all communication activities and social media promotion.
Phinixx Media Production (Mumbai)	Assistant Creative Head (Media and Production)	2013- 2015	Developing Ideas, Writing Scripts, assisting in making Corporate Videos & Short Films
Publication Department, Central Council for Research in Ayurvedic Sciences (CCRAS), Ministry of AYUSH, Government of India	Senior Research Fellow (Journalism)	2012-2013	Digitization of Research Journals and assisting in media- related work of the council
Public Relation Unit, Central Board of Secondary Education (CBSE), Ministry of HRD	Research Assistant (Public Relations & Comm.)	2011- 2012	Designing, writing & Editing Publicity materials for the unit, Assisting in P.R. & Comm. Work
Naya India National Daily Newspaper	Trainee Sub-Editor	2011	Reporting, Editing and Designing Articles and News
FREELANCE/ INTERNSHIP			
Hindustan Times	Freelance Journalist	2011-2012	Covering celebrity stories and writing features and articles (with By-line)

Uttranchal Patrika	Freelance Reporter and Writer	2007 – 2008	Reporting Local events and writing articles
Danik Hindustan	Intern	2010	
News 24 Channel	Input Desk Intern	2008	-
Delhi University Community Radio (DUCR) 90.4	Intern and Script Writer	2009	-
All India Radio	Freelance Announcer and Presenter	2007 to 2010	-
Research Interests/Specialization			
<ul style="list-style-type: none"> • Cinema Studies • New Media • Radio Production • Film Appreciation • Communication Research • Video Production 			
Administrative Assignments / Contribution to Corporate Life			
<p>Member of College Committees</p> <ul style="list-style-type: none"> • Website Committee • Media and Publicity Committee • Social Responsibility Cell • Alumni Committee • SSR (IQAC-NAAC) • AQAR 2021- 2022 <p>Administrative Assignments</p> <ul style="list-style-type: none"> • Departmental Academic Audit • Administrative work assigned as and when required <p>Contribution to Corporate life</p> <ul style="list-style-type: none"> • Made virtual tour of Kalindi College • Photography for Website upload 			
Teaching Experiences (Subject/Courses taught)			
<ul style="list-style-type: none"> • Radio Production • Film Appreciation • Media Gender and Human Rights • Advanced Broadcast Media • Research Dissertation • Communication Theories • Video Production • Documentary Production • Development Communication 			

Research Guidance			
<ul style="list-style-type: none"> 16 Students Group of BA (Journalism) Kalindi College Department of Journalism 2020-21. 			
Publication (Peer Reviewed/Indexed Journals)			
Year of Publication	Title	Journal (Name of the journal. Vol Issue ISSN)	Co-Author
2020	Science Communication in Early Childhood through Online Videos	Vol 8(3&4), July-Dec 2020, pp. 196-211 Journal of Scientific Temper Published by CSIR-National Institute of Science Communication and Information Resources (CSIR-NISCAIR)	None
2021	Covid-19 and Health Communication Through Social Media	Vol 25(4), October-Dec 2021, pp. 22-28 Published by Communication Today A double-blind peer reviewed bilingual Journal	Dr. OP Dewal
2019	Education through Audio Visual Communication	Special Issue, pp-310-328, ISSN-2581-6748 Published By Seshadripuram Journal of Social Sciences	None
Seminar/Workshop/Conferences Presentation/Organisation			
https://docs.google.com/document/d/1fa7oXRpMkbnrd1X9M_zi6cm8wChGGYuj/edit?usp=sharing&oid=106261290651085306573&rtpof=true&sd=true			
AWARDS & DISTINCTIONS			
University Gold Medalist			
<ul style="list-style-type: none"> Awarded Gold Medal in Masters Studies (Journalism and Mass Communication) on University Level. 			
Award-Winning Documentary Maker			
<ul style="list-style-type: none"> Won Third Prize for a documentary named 'Pratikriya' in International Competition Category in India International Science Film Festival (IISF) (2018) 			
Doctoral Research Fellowship Holder			
<ul style="list-style-type: none"> "Savitri Bai Phule Fellowship for Women Scholars" for MPhil/Ph.D. Students 			

Adjunct Faculty

- UpGrad Online Education MA Journalism and Mass Communication (CU)

National Level Academic Essay Writing Winner

- Won 3rd price in the national level Essay Writing organized by CEC-UGC

Academic Excellence Scholarship Holder

- Excellence in Academics (MA Journalism and Mass Communication) with prize money

Public Service/ University Service/ Consulting Activity

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Professional Societies Memberships

-NA-

Projects (Major Grants / Collaborations)

-NA-

Other Details:**Book Publication**

- **Book Name:** Indian Cinema: Filmic Content, Social Interface and New Technologies
- **Chapter Title:** Film Criticism in Digital Age: A Study of Film Rating System in Bollywood
(Solo Author)
- **ISBN Number:** 97881845786389788184578638
- **Published by:** DME, IP University in collaboration with Deccan University Australia
- **Edited by:** Vikrant Kishor and Amrish Saxena

Documentary Productions

- Directed and Produced UNICEF Documentaries on Aaganwadi Education in Different Indian Cities under a funded project of CECED, AUD.
- Created, Directed and Edited an International Documentary for Liden University, The Netherlands under Revisiting Delhi Conference funded by CCK, AUD.

MOOC for MA Journalism and Mass Communication

- Created two MOOCs on Public Relation and its theories for MA Journalism and Mass Communication, IGNOU. They are available in Swayam Portal.