

**1. Details of the Teacher/ Academic:**

<b>Name &amp; Date of Birth</b>	14.11.1978
<b>Date of Joining in IGNOU</b>	05.05.2009
<b>Current Designation</b>	Assistant Professor
<b>Pay Scale as on date</b>	11, 68900 - 205500
<b>Qualifications</b>	MA Mass Communication; MA Psychology Pursuing PhD Mass Communication

**2. Honour/Award/Fellowship/membership of Professional body/ Statutory body (internal/ external) received by the Teacher/ Academic:**

<b>Name of the recipient</b>	<b>Honour /Award/ Fellowship name/ membership of Professional body/ Statutory body</b>	<b>Agency name /Name of statutory body/ institution/ Apex body</b>	<b>Period</b>
Padmini Jain	First Prize in Vaktavya pratiyogita	IGNOU Hindi Pakhwada	2018
Padmini Jain	First Prize in Kaho Kahani	IGNOU Hindi Pakhwada	2018
Padmini Jain	First Prize in Kaho Kahani	IGNOU Hindi Pakhwada	2017
Padmini Jain	Fourth Prize in Ashubhashan	IGNOU Hindi Pakhwada	2017
Padmini Jan	Second Prize in Bhashan Pratiyogita	IGNOU Hindi Pakhwada	2016
Padmini Jain	First Prize in Abhivyakti Pratiyogita	Nagar Rajbhasa Karyanavan Smiti by National Crime Record Bureau and Centre for Development of Telematics	2015
Padmini Jain	Second Prize in Slogen Competition	World Disability Day at IGNOU NCDS	2015
Padmini Jain	First Prize in Bhashan Pratiyogita	IGNOU Hindi Maas	2014
Padmin Jain	Third Prize in Slogen Competition	World Disability Day at IGNOU NCDS	2014
Padmini Jain	Grade 'A' Certified Mountaineer	Nehru Institute of Mountaineering	2013
Padmini Jain	Second Prize in English Poetry Competition	World Mental Health Day Celebrations at IGNOU	2013
Padmini Jain	First Prize in Bhashan Pratiyogita	Hindi Pakhwada IGNOU	2011

**3. Books/Book Chapters:**

- Co-author/co-editor if any, title, place of publication, publisher, Year, page (no) s, ISBN No

SNo.	Name of Author1/ Editor 1, & Co-author (s) / Co-editor (s) (if any)	Title of chapter/book	Place of publication	Publisher	Year	Total Pages	ISBN No.
1.	Padmini Jain Author	Mapping the Indian Online Buyer: Trends across Demographics (Chapter in book titled Microfinance and Microentrepreneurship- A Paradigm Shift for Social Development )	Delhi	Vista International Publishing House Delhi	2015	177-204=28 pages out of 361 pages of book	978-93-83905-94-2
2.	Padmini Jain Author	1. Gender and Media Equation 2. The Menace of Dowry 3. Tackling the Dowry Problem	Punjabi University Patiala	Dept of Correspondence Studies Punjabi University Patiala	2007	73 pages	Study Material  Chapters in Study Material of MA I Women Studies
3.	Padmini Jain Author	1.Evolution of Communication Theory 2. Different Theories of Communication 3. Forms and Barriers of Communication 4. Desk Top Publishing 5. Circulation and ABC 6. Yellow Journalism 7. Social Advertising 8. Codes and	Punjabi University Patiala	Dept of Correspondence Studies Punjabi University Patiala	2006 2007	212 pages	Study Material  Eight Chapters for Study Material of MA Mass Communication

(Duly authenticated by the Director/ Head of School/ Division/ Unit/Centre / Cell)

		Ethics of Advertising					
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**4. Research Articles/Publications:**

SN o.	Author/ Co-author (if any)	Title	Name of Journal	Volume	page no. (s)	Year	ISSN No
1.	Padmini Jain	The Present Day Relationship between Women and Media: Different Angles	Journal of National Development	Vol 19, No.2 (Winter) 2006	85-114 30 pages	2006	0972-8306

**5. Policy Documents Reports/ Mimeos:**

SNo.	Title	Institution/ Agency	Year
1.	Report of Feasibility Study for Community Radio Station	Chaudhary Devi Lal University Sirsa	2009

**6. Book Review published :**

SNo.	Author/ Co-author (if any)	Title	Name of Journal	Volume	page no. (s)	Year	ISSN No

**7. Presentation/Invited talk/Chair in National or International Seminar/Conference/ Workshops (Please do not mention if it is only participation without presentation)**

SNo.	Author/ Co author (if any)	Title of presentation, /Talk/Lecture	Name Organizing institute	Conference	City	Date and Year
1.	Padmini Jain	Paradoxical Representation of Women in Media's Sphere	SS Jain Subodh PG (Autonomous) College Jaipur	National Conference on Multiple Manifestations of Women in Indian Society	Jaipur	23-24 Dec. 2016
2.	Padmini Jain	Elderly and the New Media Usage: Challenges, Perceptions and Reality	Kalindi College, University of Delhi	National Seminar on Media, State and the Marginalized: Tackling Challenges	Delhi	17-18 March. 2016

3.	Padmini Jain	<b>Panellist in Talk Show</b> on Balancing Media Rights and Responsibilities through Spirituality	Prajapita Brahm Kumaris Ishwariye Vishav Vidyalaya	National Media Conference on Promoting Yoga and Spirituality- Role of Media	Mount Abu	5 to 8 June. 2015
4.	Padmini Jain	Media Education and Open Learning: Emerging Avenues	All India Media s	All India Media Educators Conference	Jaipur	2-4 April. 2015
5.	Padmini Jain	<b>Chaired a Technical Session</b> on 'Media's Role in Paradigm Shift for Skill Development'	Bhagat Phool Singh Mahila Vishwavidhyalaya Department of Economics	International Conference on Microfinance and Micro entrepreneurship: A Paradigm Shift for Skill Development	Sonepat	27-28 Feb. 2015
6.	Padmini Jain	Mapping the Indian Online Buyer: Trends across Demographics	Bhagat Phool Singh Mahila Vishwavidhyalaya Department of Economics	International Conference on Microfinance and Micro entrepreneurship : A Paradigm Shift for Skill Development	Sonepat	27-28 Feb. 2015
7.	Padmini Jain	Social Media: Nav Vivahit Striyon ki Abhivyakti ka Madhyam	Hans Raj College. University of Delhi	National Conference on Social Media dn Women and Stree Kumbh	Delhi	24. Sep. 2014
8.	Padmini Jain	Role of Films in Empowering Women	Prajapita Brahma Kumaris Ishwariya Vishwaidyalaya	National Media Conference on Restoring Values in Society: Role of Mass Media	Mount Abu	6- 10 June. 2014v
9.	Padmini Jian	Media Networking in our Lives: Let's Know Why?	Kurukshetra University, Institute of Mass Communication and Media Technology	International Conference on Media Literacy: Issues and Challenges	Kurukshetra	29- 30. Mar. 2014
10.	Padmini Jain	Death of the Coy Bollywood Heroine	GNDU Regional Campus, Department of Journalism and Mass Communication	National Seminar on Cinematic Kaleidoscope: Approaches and Dimensions	Jalandhar	27- 28 Mar. 2014

11.	Padmini Jain	Young Women's Self Esteem Hacked by Advertisements: Is it the Reality?	The Maharaja Sayajirao University of Baroda, Faculty of Family and Community Sciences	National Seminar on Children and Women in Media : Issues and Perspectives	Vadodara	26- 27. Mar. 2014
12.	Padmini Jain	Children's Cartoons and Games: Framing Female Stereotypes	GGSSIP University Delhi, University School of Mass Communication	National Seminar on Gender Sensitization and Media	Delhi	26- 28 Feb. 2014
13.	Padmini Jain	Alternative Narrative by the Villain- Advertisements in India	Maharaj Agresen College, University of Delhi	International Conference on Information and Communication Flow in Third World	Delhi	21-22 Feb. 2014
14.	Padmini Jain	Bhasha Patrakarita Adhyan mein Door Sanchar Shiksha ki Bhumika	Hans raj College, University of Delhi	Patham Rashtriya Bhasha Patrakarita Shisha Sammelan	15. Oct. 2013	Delhi
15.	Padmini Jain	Role of Traditional Media in Enhancing Rural Scientific Temperament	Punjabi University Patiala, Department of Journalism and Mass Communication	National Seminar on Recessing Rural Development through Science Communication	3-5. Oct.2013	Patiala
16.	Padmini Jain	Media Lobby Dictating State Agendas'	Maharaja Agrasen College, University of Delhi	National Conference on 'Freedom of Expression, Ethical Parameters and Market Forces in Media Industry'	8-9 Mar. 2013	Delhi
17.	Padmini Jain	<b>Reapportioning of Plenary Session</b> 'News and Democratization' on 27.2.2013	Centre for Culture, Media and Governance Jamia Millia Islamia Delhi	International Conference on 'Contours of Media Governance- Teaching, Disciplinarily, Methodology'	25-27 Feb 2013	Delhi
18.	Padmini Jain	'The Changing Image of the Urban Male in Hindi	Dept of Journalism Rajasthan University Jaipur	National Seminar on 'Identity Management in	29-30 Jan 2013	Jaipur

		Advertisements'		the Corporatized Media'		
19.	Padmini Jain	Media Impacting the Government Decisions'	PG Gov College for Girls Sector 11 Chandigarh	National Seminar on Media and Governance	28. Mar. 2012	Chandigarh
20.	Padmini Jain	'Social Needs Satisfaction by New Media'	Dept of Sociology Panjab University Chandigarh	National Seminar on New Media and Social Change	27-28 Mar 2012	Chandigarh
21.	Padmini Jain	'Placement of Social Media in Maslow's Hierarchy of Needs'	School of Communication Studies PU Chandigarh	National Seminar on New Media: Potentials and Problems	17- 18 Feb 2012	Chandigarh
22.	Padmini Jain	<b>Key Note Speaker</b> The Right of Internal Migrants and Refugees to lead a Life of Dignity'	DAV Centenary College Faridabad	National Seminar on Human Rights Awareness	25-26. March.2011	Faridabad
23.	Padmini Jain	<b>Chaired a Session:</b> 'Dealing with Unemployment' on 24.03.2011	Aligarh Muslim University	International Conference On ODL For Social Justice	22 to 24 March. 2011	Aligarh
24.	Padmini Jain	<b>Plenary Session Resource Person:</b> 'Distance Education: A Reality Check'	Aligarh Muslim University	International Conference On ODL For Social Justice'	22 to 24 March. 2011	Aligarh
25.	Padmini Jain	'Indian Media Promoting Gender Stereotypes'	Manav Rachna International University Faridabad	National Seminar On 'Women & Media: Challenges And Opportunities'	7-8. March. 2011	Faridabad
26.	Padmini Jain	'Media Education through ODL: Need and Implementation'	Session on: Exploring Opportunities For Expanding Journalism Education Through The ODL	Sixth Pan Commonwealth Forum on Open Learning (PCF6) Cochin	24-28 November 2010	Kochi
27.	Padmini	'Transition in the	Allahabad Degree	UGC Sponsored	30-31	Allahabad

	Jain	Role of Women in the World of the Tube: a Journey ' (presented in Absentia	College, Allahabad	National Seminar on Women Empowerment in India: Issues And Perspectives'	October 2010	
28.	Padmini Jain	'Changing Perspectives of Feminism in Digital Media'	Asian Media Information & Communication Centre	International Conference on: Media Democracy and Governance: Emerging Paradigms In A Digital Age'	13-16 July 2009	Delhi
29.	Padmini Jain	'Are the Coaches Becoming Obsolete for the New Age Players?'	Chaudhary Devi Lal University Sirsa Dept of Mass Communication	National Conference on Present State Of Media Education In India	25- 26 April 2009	Sirsa
30.	Padmini Jain	The Educator of Media Education in India: How Fit	Panjab University Chandigarh School of Communication Studies	National Seminar On Media Education: Industry Academia Interface	March 2009	Chandigarh
31.	Padmini Jain	Media Impetus on Formulating Healthy Public opinion	Punjabi University Patiala Dept of Mass Comm	National Seminar On Media And Democracy	February 2009	Patiala
32.	Padmini Jain	Parenting the Media Infected Kid	Punjabi University Patiala Dept of Mass Comm	National Seminar On Media, Parents And Children	March 2008	Patiala
33.	Padmini Jain	Media Distorted Truths Prompting Stereotypes	Kurukshetra University Communication Dept.	National Seminar on Media and Truth	February 2008	Kurukshetra
34.	Padmini Jain	Libraries: A Lifeguard for Distance Education	Punjabi University Patiala Dept of Distance Education	National Seminar on Library Science and Distance Education	February 2007	Patiala
35.	Padmini Jain	The Present Day Relationship Between Women and Media: Different Angles	NAS College Meerut	National Seminar on Media Exploitation of Women	23- 24 Sep 2006	Meeruts

**8. Study Tour Organised/ Participated/ Attachment Organized/Internship:**

SNo.	Details of the tour	Name of coordinating body	Duration
1.	Internship/ Training of 5 students of SOJNMS with IANS during the Website Updation Project	IANS and IGNOU	6 months

**9. Consultancy assignment (if any):**

SNo.	Organization/ agency	Cost, title of consultancy	Duration

**10. Details of Institution/ Government/ Industry / own Institution Sponsored Research Projects (including Programme Evaluation) and Amount (Both completed and ongoing):**

SNo.	Agency	Amount	Duration with dates	Status i.e. ongoing/ completed

**11. Details of PhD and MPhil Scholars (including those awarded degree):**

SNo.	Name and enrolment no:	Year of registration	Year of completion/ award

**12. Details of Programmes/ Courses coordinated/ written/ edited/ translated:**

S No.	Programme	Course	Unit (print)/ Audio/ Video/ eSLM	Coordinated/Written/ Edited (content/ language/ format)/ Translated	Period
1.	MA JMC	Advertising and Public relations	Print	Coordinating Language Editing Format Editing	Present
2.	PGDAIC	All Courses (8 courses under development)	Print Audio Video	Coordinating	Present
3.	PGDAPP	MJM001, MJM002, MJM 03, MJML 001		Coordinated Organised Trainings	2010 Jan- 2012 Jan
4.	PGDRP	MRP 01, MRP 02, MRP 003, MRP 04, MRP		Coordinated Organised Trainings	2010 Jan- 2012 Jan



		05, MRP 06, MRP 07			
5.	MA JMC (F2F)	MJF 105 Foundations of Journalism MJF 202 Media Laws MJF 403 Dissertations	Class room Teaching and Guiding Dissertations	Coordinated Taught	2009 Aug- 2012 May
6.	MA EMPM (F2F)	EMPM-F2F- 101 Principals of Mass Communicatio n EMPM202 Online Journalism EMPM F2F 304 Introduction to Management and Marketing EMPM F2F 401 Media Management EMPM F2F 403 Dissertation and production	Class room Teaching and Guiding Dissertations	Coordinated Taught	2009 Aug- 2012 May
7	PGDAPP PGDRP	MJM001, MJM002, MJM03, MJML 001	TMA Assignments TEE Question papers	Translated	2010-2012
8	SOJNMS		Programme Prospectus School Brochure	Vetted	2009-2010

**13. Training programmes designed and conducted, duration and dates**

SNo.	Programme	Dates	Place	Number of Participants
1.	Two Day Orientation for Academic Counsellors of PGJMC and PGDAPP	13-14 August. 2013	IGNOU Regional Centre DehraDoon	20
2.	DIET School Teachers'	2013 and 2014	Different Schools	25 x 4 batches

	Training Workshops		across Delhi	
3.	Digital Drishti Workshop by CIIL IGNOU in collaboration with IIT Bombay	2.Feb 2011	IGNOU New Delhi	30
4.	We Care Film Festival	18- 19. Mar 2010	IGNOU New Delhi	50
5.	Infosys Campus Connect (four batches x 3 months each)	Aug 2006- Aug 2007	Punjabi University Patiala	120 (30 x 4)

**14. Details of Counselling sessions conducted:**

S No.	Programme	Course	Place	Dates	Duration	Mode (Face to Face/ Radio Counselling/ Teleconferencing/ Web conferencing)
1	Careers in Advertising	PGDAIC	Gyan Vani	23.05.2019	60 minutes	IRC
2	Communication through Social Media	PGDAIC	Gyan Vani	10.04.2019	60 minutes	IRC
3	Integrated Marketing Communication	MA JMC	EMPC IGNOU	28.04.2019	60 minutes	TC
4	Online Advertising and Branding	PGAIC	Gyan Vani	13.02.2019	60 minutes	IRC
5	Brand Management	PGJMC	EMPC IGNOU	03.11.2018	30 minutes	TC
6	Advertising Traps for the Layman	General	EMPC IGNOU	03.11.2018	30 minutes	TC
7	Online Advertising	PGAIC	EMPC IGNOU	24.10.2018	30 minutes	TC
8	Advertising Literacy	General	EMPC IGNOU	24.10.2018	30 minutes	TC
9	Advertising Awareness for Layman	General	Gyan Vani	15.08.2018	60 minutes	IRC
10	Careers in Advertising and Public Relations	PGJMC	Gyan Vani IGNOU	08.08.2018	60 minutes	IRC
11	Advertising Literacy	General	Gyan Vani	10.01.2018	60 minutes	IRC

12	Writing for Electronic Media	PGDEM	Gyan Vani	26.09.2017	60 minutes	IRC
13.	Converging Boundaries in emerging Media	PGJMC	Gyan Vani	30.08.2017	60 minutes	IRC
14.	Prospects of Research in Media	MAJMC	Gyan Vani	02.08.2017	60 minutes	IRC
15.	Impact of Media on your Lives	PGJMC JMCOO1	Gyan Vani	27.10.2014	60 minutes	IRC
16.	Citizen and Journalism	PGJMC JMC 002	Gyan Vani	28.09.2014	60 minutes	IRC
17.	Online Journalism: Perspectives and Challenges	PGJMC JMC002	EMPC IGNOU	24.04.2014	45 minutes	TC
18.	Use of New Media for Open Education	MAJMC	EMPC IGNOU	27.01.2014	45 minutes	TC
19.	Aapke Jeevan se Juri Vigyapan ki Duniya	PGJMC JMC004	Gyan Vani	20.01.2014	60 minutes	IRC
20	Public Relations around Us	PGJMC JMC003	Gyan Vani	20.10.2013	60 minutes	IRC
21	Persuasive Media	PGJMC JMC004	Gyan Vani	13.10.2013	60 minutes	IRC
	Teleconferencing Sessions of SOJNMS	MAJMC, PGDAPP, CCR, MAJMC, MAEMPM	EMPC IGNOU	May 2009 – Sep 2012	60 minutes each	Tele Conferencing Sessions
22	Theories of Mass Communication	JMC 01				
23	E mail Etiquettes	MJF105				
24	Telephone Etiquettes	MJF105				
25	Kinds of Advertisements – I	MJM 024				
26	Kinds of Advertisements – II	MJM 024				
27	Working of an Ad Agency	MJM 024				
27	Yellow Journalism	MJM 024				
28	Careers in Mass Communication	JMC 02				

29	Issues in Media Education:	MJF 105				
30	Public Vs Private Institutes Trends in Public Relations	JMC01				
31	Strategic Brand Management	JMC04				
32	Cultural Interpretation of Communication.	MJM024				
33	Radio formats- Interview Skills and Techniques	MJM 003				
34	Talking Books: Radio Programme Production	MJM 002				
35	Public Relations: Crisis Management	JMC 04				
36	Story Telling in Media for Children	MJF 105				
37	International Communication and Global Media	JMC03				
38	Character Design in Animation					
39	Sculpting in Mud Box	BA AFX				
40	Basic Communication Concepts	BA AFX				
41	Parliamentary Reporting	MJM 001				
42	Radio Programming and Formatting	MJF 302				
43	Interrogative Media Practices	MJM 003				
44	Screenplay Writing					
45	Concepts of Mass Communication	JMC 03				
46	Media ke Prakaar se Bataalta	EMPM 301				
		JMC01				

47	Smachaar ka Swaroop	MJF105				
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**15. Details of Patents granted (if any):**
**16. Contribution to IGNOU's corporate life:**

SNo.	Chairperson/ Member of Committee	Name of the Committee	Date/ period
1.	Member	Sports and Cultural Committee	2009-10 2010-11
2.	Member	School of Education School Board	2011-2013
3.	Member	SOJNMS School Board	2009-2011; 2012- 2014; 2015-2016; 2018-continuing

**17. Administrative position/s held in the University (even as in charge)**

SNo.	Designation	Period
1.	Editor Views for <a href="http://www.jansanchaar.com">www.jansanchaar.com</a> at Chaudhary Devi Lal University Sirsa	Nov 2007 – Apr 2009
2.	Placement Officer for Dept of JMC CDLU Sirsa	Jan 2008 - Apr 2009
3.	NSS Programme Officer at Punjabi University Patiala	July 2006 – Aug- 2007
4.	Placement Incharge of Dept of Correspondence Studies Punjabi University Patiala	July 2006 – Aug 2007

**18. Any other contribution/information:**

- Teleconferencing Coordinator for SOJNMS : 2010- 2014
- IRC Coordinator for SOJNMS: 2010- 2014
- SOJNMS website Coordinator 2009 – 2011
- SOJMS Coordinator for Publicity Material for Convocations and Exhibitions 2009- 2013
- Hosted and Compered Stage for the Silver Jubilee Celebrations, Community Colleges Meet, New Year Celebrations at IGNOU 2009- 2013

**External Organisations Involvement:**

- Radio Show 'Movie on Radio' for External Services Division AIR  
Hosted 18 episodes from 2013 to 2015

**• Video Lessons/ Web Lectures for:**
**A. NCERT Psychology**

1. Stimuli and Sense Modalities:

**(Duly authenticated by the Director/ Head of School/ Division/ Unit/Centre / Cell)**

[https://www.youtube.com/watch?v=uySqM\\_p49ZI&t=64s](https://www.youtube.com/watch?v=uySqM_p49ZI&t=64s)

2. Visual and Auditory Sensations:

<https://www.youtube.com/watch?v=EvC5eHiUxJk>

3. Attentional Processes :

<https://www.youtube.com/watch?v=-wRfVKztAS0&t=56s>

4. Perceptual Processes and Influences :

<https://www.youtube.com/watch?v=1c1O34wZXE4&t=49s>

5. Perceptual Organisation and Perceptual Constancies :

<https://www.youtube.com/watch?v=HHTnLeNZaRs&t=189s>

6. Perceptual Cues and Illusions :

[https://www.youtube.com/watch?v=s8f\\_09Ch-mM&t=51s](https://www.youtube.com/watch?v=s8f_09Ch-mM&t=51s)

7. Introduction to Learning :

<https://www.youtube.com/watch?v=4QB1FwsApyE&t=27s>

8. Classical Conditioning :

<https://www.youtube.com/watch?v=VYk6Ar189ZE&t=591s>

9. Operant Conditioning :

<https://www.youtube.com/watch?v=HDRWQET6tMU&t=113s>

10. Observational Learning and Verbal Learning :

<https://www.youtube.com/watch?v=aOkBRHe1Xs4&t=53s>

11. Concept Learning and Skill Learning :

<https://www.youtube.com/watch?v=rkHDLOh6Qv4&t=84s>

12. Key Processes and Transfer of Learning :

<https://www.youtube.com/watch?v=8JXu93hOAx0&t=27s>

13. Styles of Learning :

[https://www.youtube.com/watch?v=k\\_fVgBeVxxQ&t=36s](https://www.youtube.com/watch?v=k_fVgBeVxxQ&t=36s)

14. Learning disabilities and Application of Learning Principles :

[https://www.youtube.com/watch?v=sbm\\_y3L1PW8](https://www.youtube.com/watch?v=sbm_y3L1PW8)

## **B. Punjabi University Patiala**

1. Theories of Communication

<https://www.youtube.com/watch?v=oP21WQW7fAk&t=53s>

<https://www.youtube.com/watch?v=Hg3THEWy50c&t=15s>

2. Types of Advertisements

<https://www.youtube.com/watch?v=R7p79K-r0k0&t=135s>

3. Functions of Advertising Agency

<https://www.youtube.com/watch?v=E3KE83mO0os&t=15s>

4. Yellow Journalism

<https://www.youtube.com/watch?v=1SpilCxrjwQ&t=9s>

<https://www.youtube.com/watch?v=0RYgQ30OCTk&t=16s>

5. LOR on Concept of 'Shaping'

<https://www.youtube.com/watch?v=hYr1jBNRMyc>

## **C. Pondicherry University**

Non Verbal Communication

<https://www.youtube.com/watch?v=isOsxZcUTTg&t=49s>

**(Duly authenticated by the Director/ Head of School/ Division/ Unit/Centre / Cell)**

**Signature of Teacher /Academic**

**Signature of Director/ Head**