

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

<b>Name:</b>	Padmini Jain
<b>Date of Birth</b>	14.11.1978
<b>Date of Joining in IGNOU:</b>	05.05.2009
<b>Current Designation</b>	Associate Professor
<b>Level as on date</b>	Academic Level 13 A
<b>Highest Educational Qualifications</b>	PhD Mass Communication
<b>School/ Division/ Institute/ Centre/ Cell</b>	School of Journalism and New Media Studies SOJNMS

**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	Lifetime Member	Public Relations Society of India	2024 - continuing
Padmini Jain	Third Prize in Essay Competition on the International Women's Day	IGNOU, CASH	2024 March
Padmini Jain	First Prize in Essay Competition under Swachhta hi seva campaign	IGNOU, SOITS	2024 September

**3. Books/Book Chapter:**

<b>S No.</b>	<b>Name of Co-author (if any)</b>	<b>Title of chapter/book</b>	<b>Place of publication</b>	<b>Publisher</b>	<b>Year</b>	<b>Total Pages</b>	<b>ISBN No.</b>
1.	Sole Author	Networking and Advertising the Product (Unit 1, BERC-133, BAVMSME)	New Delhi	Indira Gandhi National Open University	2025		ISBN: 978-93-6106-693-1



Dr. Padmini Jain, Associate Professor, SOJNMS

2.	Sole Author	Use of Social Media for Advertising of Products (Unit 3, BERE-143, BAVMSME)	New Delhi	Indira Gandhi National Open University	2025		ISBN: 978-93-6106-693-1
3.	Sole Author	Market Segmentation (Unit 3, BNM-130, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		978-93-6106-754-9
4.	Sole Author	Digital Influencers (Unit 9, BNM-130, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		978-93-6106-754-9
5.	Sole Author	PR History and Evolution (Unit 10, BNM-130, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		978-93-6106-754-9
6.	Sole Author	Perception Management (Unit 18, BNM-130, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		978-93-6106-754-9
7.	Sole Author	Brand Positioning (Unit 2, BNM034, BAJDM)	New Delhi	Indira Gandhi National Open University	2025		
8.	Sole Author	PR Tools of the Internet (Unit 12, BNM034, BAJDM)	New Delhi	Indira Gandhi National Open University	2025		
9.	Sole Author	Big Data and Brand Management (Unit 14, BNM034, BAJDM)	New Delhi	Indira Gandhi National Open University	2025		
10	Sole Author	Social Marketing Communication	New Delhi	Indira Gandhi National	2025		

		(Unit 13, BNM037, BAFJDM)		Open University			
11	Sole Author	Advocacy, Communication and Social Mobilisation (Unit 14, BNM037, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		
12	Sole Author	Grassroots Communication (Unit 15, BNM037, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		
13	Sole Author	Public Service Campaigns (Unit 16, BNM037, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		
14	Sole Author	Social Communications Case Studies (Block 4 Appendix, BNM037, BAFJDM)	New Delhi	Indira Gandhi National Open University	2025		
15	Sole Author	Vivekananda - An Inspiring Life (Unit 1, Course: Philosophy of Swami Vivekananda, BA Basket Course)	New Delhi	Indira Gandhi National Open University	2025		
16	Sole Author	Influencer Marketing and Blogging (Unit 08, MNM025 Online Brand Management)	New Delhi	Indira Gandhi National Open University	2024		ISBN: 978-93-6106-925-3
17	Sole Author	Tools of Online Advertising	New Delhi	Indira Gandhi National	2024		ISBN: 978-93-6106-925-3

		(Unit 10, MNM025 Online Brand Management)		Open University			
18	Sole Author	Non-Verbal communication skills (Unit 01, MNM027 Vocational Life Skills)	New Delhi	Indira Gandhi National Open University	2024		ISBN: 978-93-6106-167-7
19	Sole Author	E mail and Telephone Etiquettes (Unit 02, MNM027 Vocational Life Skills)	New Delhi	Indira Gandhi National Open University	2024		ISBN: 978-93-6106-167-7
20	Jessu Jaskanwar Sings	Resumes and Interviews (Unit 06, MNM027 Vocational Life Skills)	New Delhi	Indira Gandhi National Open University	2024		ISBN: 978-93-6106-167-7
21	Sole Author	Online and Digital Influences (Unit 09, MNM022, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-6106-502-6
22	Sole Author	Classification and Critique of Advertising (Unit 03, MNM023, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-6106-986-4
23	Sole Author	Ideation and Copy Writing (Unit 08, MNM023, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-6106-986-4
24	Sole Author	History and Evolution of Public Relations (Unit 01, MNM024, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-5568-828-6

25	Sole Author	Public Relations: Concepts & Principles (Unit 02, MNM024, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-5568-828-6
26	Sole Author	Perception Management (Unit 07, MNM024, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-5568-828-6
27	Sole Author	Need and Strategies for Corporate Communication (Unit 09, MNM024, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-5568-828-6
28	Jay Solanki	Packaging and Point of Purchase (Unit 16, MNM021, PGDAIC)	New Delhi	Indira Gandhi National Open University	2023		ISBN: 978-93-5568-905-4
29	Rachita Rathi	Ideation and Copy Writing (Unit 7, MJM029, MAJMC)	New Delhi	Indira Gandhi National Open University	2021		ISBN: 978-93-90773-43-5
30	Sunder Rajdeep	History and Evolution of Public Relations (Unit 9, MJM029, MAJMC)	New Delhi	Indira Gandhi National Open University	2021		ISBN : 978-93-90773-43-5

#### 4. Research Articles/Publications:

S No.	Co-author (if any)	Title	Name of Journal	Volume	page no. (s)	Year	ISSN No
1.	Sweta Rani	Impact of Online Ads on Consumer Purchasing in	Samvad Path	Vol:7 Issue: 4	104 – 115	2025	ISSN: 2581-7353

		Post-Covid Asia: A Comprehensive Review					
2.	Sole Author	Rewiring Persuasion: How AI is Transforming the Soul of Indian Advertising	Mass Media – A Communication Research Journal	Vol- 14. Numbe r-161	20 - 24	2025	ISSN: 2277- 7369
3.	Suraksha Yadav	स्वास्थ्य संचार उपकरण के रूप में सोशल मीडिया : फेसबुक पर हरियाणा की चिरायु आयुष्मान भारत योजना का एक अ ध्यय	Journal of Media and Communication	Vol- 9; Issue – 1	99- 112	2025	eISSN: 2581- 513X
4.	Sole Author	बढ़ते इंस्टाग्राम उपयोग का कॉलेज छात्रों के मानसिक स्वास्थ्य पर प्रभाव: दिल्ली के विद्यार्थियों का एक अध्ययन	Media Mimansa	Vol: 18. Issue: 2	56- 68	2024	ISSN: 2229- 5593
5.	Sole Author	Cinematic Kaleidoscope: Hindi Films Transforming Gender Identities	Vivekananda Journal of Research	Vol:14 . Issue:1	9-18	2024	e- ISSN: 2456- 7574 p -ISSN: 2319- 8702
6.	Sole Author	Consumer Preferences in Indian E- Commerce: Implications for Advertisers	Global Journal of Enterprise Information System	Volum e 16 Issue 2	7-15	2024	Online ISSN: 0975- 1432   Print ISSN: 0975- 153X
7.	Sole Author	Street Theatre as A Tool for Advocacy and Social Change: An Analysis	Aarhat Multidisciplinary International Education Research Journal AMIERJ	Vol: XIII, Issue: III	118- 124	2024	ISSN- 2278- 5655

8.	Sole Author	Evolving Gender Roles: Representation of Women in Indian Detergent Ads	E R J Educator Research Journal	Vol:XI .Issue: III	125-132	2024	ISSN: P-2455-0515 E-2394-8450
9.	Sole Author	Eco-Education Begins at Home: Women as Pioneers of Green Economy	Quest in Education	Vol 63. Issue 3	:4-11	2024	ISSN: 0048-6434
10.	Sole Author	Introducing PJK's Social Networking Model of Motives - From Image Creation to Public Actualization: Expanding Maslow's Hierarchy in Digital Social Networks	International Journal of Social Science and Human Research	Vol:7. Issue:7	5460 - 5472	2024	ISSN (Print): 2644-0679 ISSN (Online) :2644-0695
11.	Sole Author	Advertising Literacy: Essential Consumer Competencies in Modern Media	Mass Media	Vol. 13. Issue: 138	2-10	2024	ISSN 2277-7369
12.	Suraksha Yadav	मीडिया में महिला राजनेताओं का चित्रण: एशियाई संदर्भों का व्यवस्थित साहित्यिक अवलोकन	Jan Media	Vol: 13. Issue: 148.	5 -14	2024	ISSN 2277-2847
13.	Sole Author	सांस्कृतिक विवाद से जुड़ाव तक: उत्सवी भारतीय विज्ञापनों का अध्ययन	Communication Today,	Vol: 28.Issu e:3	187-195	2024	ISSN 0975-217X
14.	Sole Author	Psychological Ecology and Behavioural Change: Shaping Urban Mindsets through Nudges	The Urban World	Vol-17. Issue-3	16-22	2024	ISSN 2349 - 0241

15.	Sweta Rani	Role of Online Promotional Videos in Boosting Tourism: Analysing Indian State Advertisements	JPRA Journal of Public Relations and Advertising	Vol-3. Issue-2	1-13	2024	ISSN 2583-3693
16.	Sole Author	Sanskrit in the Digital Age: Bridging Ancient Heritage with Modern Advertising and Brand Networking	International Journal of Sanskrit Research: Anantaa	Vol:10 Issue: 4	234-237	2024	ISSN: 2394-7519
17.	Sole Author	Three Books Reviews: 1. An Interactive Teacher Bound in a Book 2. The Ideal Professional Textbook 3. A Peep into the Past	Mass Media	Vol:14 . Issue: 150	8-15	2024	ISSN 2277-7369
18.	Abhishek Kumar	Digital Discourse: An Interdisciplinary Analysis of Social Media Trends and Theories	International Journal of Communication Development	Vol: 14. Issue: 3&4	29-43	2024	ISSN- 2231-2498
19.	Sole Author	Media, The Silent Influencer: Gender identity Transformations in Popular Hindi Content	Worldwide International Inter disciplinary Research Journal	Vol-II. Issue- CI	234 241	2024	ISSN: 2454 – 7905
20.	Sole Author	Gender-Specific Challenges and Trauma Literacy for Women Journalists	Mass Media – A Communication Research Journal	Vol- 13. Number-151	4 -10	2024	ISSN: 2277-7369
21.	Sole Author	Role of AI in Making Lifelong Learning an Inclusive Experience for	Worldwide International Inter Disciplinary Research Journal	Vol. I ISSUE – CV	8-18	2024	ISSN: 2277-7369



		the Differently Abled					
22.	Sole Author	Harnessing Traditional Wisdom: Role of Mass Media in Propagating Sustainable Practices	Mass Media – A Communication Research Journal	Vol-13. Number-152	4 -7	2024	ISSN: 2277-7369
23.	Sole Author	Breaking Taboos: Menstruation in Contemporary Hindi Films	Urdhava Mula	Vol-17	100 - 108	2024	ISSN: 2277-7954
24.	Sole Author	The Shifting Representation of Urban Masculinity in Indian Advertisements: A Contemporary Analysis	Phalanx: A Quarterly Review for Continuing Debate	Vol-18, Issue-1	33-41	2023	ISSN: 2320-7698
25.	Sole Author	Brand Placements in Bollywood Films: An Embedded Marketing Analysis	Annals of the Bhandarkar Oriental Research Institute	Volume-C, Issue-12	85-93	2023	ISSN: 0378-1143
26.	Sole Author	Brand Communication on Instagram: A New Horizon for SME Marketing Strategies	Journal of Advanced Research in Quality Control & Management	Volume 8, Issue 1	40 - 45	2023	ISSN: 2582-3280
27.	Sole Author	Balancing Trust and Transparency: Evaluating Ethics in Wellness Product Advertising	Kahaar	Vol 10. Issue 4	33-36	2023	ISSN (p): 2394-3912 ISSN (e): 2395-9369
28.	Sole Author	Young Women's Self Esteem Hacked by Advertisements: Exploring the Reality	ANVESAK	Vol 52. Issue 2	1240 - 1255	2022	ISSN : 0378 – 4568

29.	Sole Author	From Clicks to Conversions: Facebook Advertising for Local Businesses	Journal of Advanced Research in Operational and Marketing Management	Volume 5, Issue 2	13-20	2022	ISSN: 2582-5399
30.	Sole Author	पर्यावरण संरक्षण में गृहिणियों की भूमिका: सतत जीवन के सूत्र	Anusanadhan: A Multidisciplinary International Journal	Volume 6, issue 3&4	8-11	2021	ISSN 2456-0510
31.	Sole Author	Online Media Literacy of Indian Elderly: Perceptions and Challenges	Electronic International Interdisciplinary Research Journal (EIIRJ)	Volume-X, Issue-I	66-76	2021	ISSN-2277-8721
32.	Sole Author	Analysing Efficacy of Indian Anti-Smoking Online Advertisements	Global Journal of Enterprise Information System	Vol: 13. Issue: 1	96 - 105	2021	Online ISSN: 0975-1432 Print ISSN: 0975-153X

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

SNo.	Title	Institution/ Agency	Year

**6. MOOCs/ eSLMs/ eModules developed:**

S No.	Author	Title	Credits	Level	Host Portal	Year	Weblink
1.	Coordinator	MOOC on Advertising and Public Relations = Coordinating all 4 quadrants	04	Post Graduate	Swayam	2021 to 2025	<a href="https://www.youtube.com/watch?v=emXpYjFkoT8">https://www.youtube.com/watch?v=emXpYjFkoT8</a>
<b>E Content</b>							
2.	Presenter	Introduction to PGDAIC & PGCAIC (First Semester)		PG	Swayam Prabha & YouTube	2025	<a href="https://www.youtube.com/live/BNTHcm_fw5c?si=NgxGdO8jJMr08_nD">https://www.youtube.com/live/BNTHcm_fw5c?si=NgxGdO8jJMr08_nD</a>
3.	Presenter	Introduction to PGDAIC (Second Semester)		PG	Swayam Prabha &	2025	<a href="https://www.youtube.com/live/kFCCTiL_eJE?si=stgF-">https://www.youtube.com/live/kFCCTiL_eJE?si=stgF-</a>

					YouTube		<a href="#">Ja_TBcDACRw</a>
4.	Pre sent er	Introduction to PGDAIC & PGCAIC (Hindi)		PG	Swayam Prabha & YouTube	2025	<a href="https://www.youtube.com/watch?v=kFCCTiL_eJE&amp;t=3248s">https://www.youtube.com/watch?v=kFCCTiL_eJE&amp;t=3248s</a>
5.	Pre sent er	PGDAIC Project: MNMP021 – Introduction and Details		PG	Swayam Prabha & YouTube	2025	<a href="https://www.youtube.com/live/hMwRavSQvR4?si=4BIV7MZIGB8tpq0V">https://www.youtube.com/live/hMwRavSQvR4?si=4BIV7MZIGB8tpq0V</a>
6.	Pre sent er	Content Strategy for Digital Platforms MOOC: Strategic Corporate Communication in Digital Age (Manipal University Jaipur)		PG	Swayam	2025	<a href="https://youtu.be/_cCNgRJDorE">https://youtu.be/_cCNgRJDorE</a>
7.	Pre sent er	Introduction to Media Ethics and Law: Course MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/UngK6StAXkM">https://youtu.be/UngK6StAXkM</a>
8.	Pre sent er	Principles of Media Ethics MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/RyBKxoshpDE">https://youtu.be/RyBKxoshpDE</a>
9.	Pre sent er	News Media and Ethical Concerns MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/fEd-4r6-N3U">https://youtu.be/fEd-4r6-N3U</a>
10.	Pre sent er	Media Ethics and Self-Regulation MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/B5O6MkfLYmY">https://youtu.be/B5O6MkfLYmY</a>
11.	Pre sent er	New Media and Ethical Issues MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/owtV2E9aags">https://youtu.be/owtV2E9aags</a>
12.	Pre sent er	Indian Constitution MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://www.youtube.com/watch?v=A3fVKe8vw_w">https://www.youtube.com/watch?v=A3fVKe8vw_w</a>
13.	Pre sent er	Media Laws And Constitutional Framework MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/IGR9aLPOBJI">https://youtu.be/IGR9aLPOBJI</a>
14.	Pre sent er	Media Laws And Regulatory Framework MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/fjSzPEtDnzI">https://youtu.be/fjSzPEtDnzI</a>

15.	Pre sent er	Initiatives In Media Laws MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/UE1edi6J2AU">https://youtu.be/UE1edi6J2AU</a>
16.	Pre sent er	Intellectual Property Rights MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/EMvVTDvb2To">https://youtu.be/EMvVTDvb2To</a>
17.	Pre sent er	Copyright Laws MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/QWiZqKQF9Jw">https://youtu.be/QWiZqKQF9Jw</a>
18.	Pre sent er	Cyber Laws MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/9JR04ymcicY">https://youtu.be/9JR04ymcicY</a>
19.	Pre sent er	Right to Information MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/G3e5EiLGCuW">https://youtu.be/G3e5EiLGCuW</a>
20.	Pre sent er	Advertising Ethics & Laws MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/EV8G4JXQqq8">https://youtu.be/EV8G4JXQqq8</a>
21.	Pre sent er	PR Ethics & Laws MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://youtu.be/ECowLgCogqY">https://youtu.be/ECowLgCogqY</a>
22.	Pre sent er	Case Studies: Advertising Ethics MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://www.youtube.com/live/S0bnxBabVjM?si=BI0d5eO6GJyt_4Hk">https://www.youtube.com/live/S0bnxBabVjM?si=BI0d5eO6GJyt_4Hk</a>
23.	Pre sent er	Case Studies: Public Relations Ethics MJM 025		PG	Swayam Prabha & YouTube	2024	<a href="https://www.youtube.com/live/S0bnxBabVjM">https://www.youtube.com/live/S0bnxBabVjM</a>
24.	Pre sent er	Introduction to MAJMC & PGJMC English – II Year		PG	Swayam Prabha & YouTube	2023	<a href="https://www.youtube.com/live/SLBIm5UQlk?si=JPn4VHDBNXXv9u7w">https://www.youtube.com/live/SLBIm5UQlk?si=JPn4VHDBNXXv9u7w</a>
25.	Pre sent er	Theories of Mass Communication		PG	Gyan Darshan & YouTube	2023	<a href="https://www.youtube.com/watch?v=KWE9qgb5s">https://www.youtube.com/watch?v=KWE9qgb5s</a>
26.	Pre sent er	Fake News		PG	Gyan Darshan & YouTube	2023	<a href="https://youtu.be/6jjNA8PXH4M?si=s35ohv4piha6mtOI">https://youtu.be/6jjNA8PXH4M?si=s35ohv4piha6mtOI</a>

27.	Pre sent er	Learning to Deal with Rumours and Fake News on Social Media		PG	Facebook Live	2022	<a href="https://www.facebook.com/Abvp4Awadh/videos/576181723303099">https://www.facebook.com/Abvp4Awadh/videos/576181723303099</a>
28.	Pre sent er	Online Advertising: The Emerging Platform		PG	Facebook Live	2022	<a href="https://www.facebook.com/bachpanexpress/videos/2961155320643795">https://www.facebook.com/bachpanexpress/videos/2961155320643795</a>
29.	Pre sent er	Tacking the Infodemic of Fake News		PG	Facebook Live	2022	<a href="https://www.facebook.com/100063704238023/videos/2508190652763595">https://www.facebook.com/100063704238023/videos/2508190652763595</a>
30.	Pre sent er	Basics of Advertising with Padmini Jain – for UGC NET		PG	YouTube	2022	<a href="https://www.youtube.com/watch?v=TbCDEbGz29g">https://www.youtube.com/watch?v=TbCDEbGz29g</a>
31.	Pre sent er	How Advertising Makes the Beauty Pageant Industry Go Round		PG	Facebook Live	2022	<a href="https://www.youtube.com/watch?v=NaXempH-BGg">https://www.youtube.com/watch?v=NaXempH-BGg</a>
32.	Pre sent er	Characteristics of Target Audience		PG	Swayam: MOOC on 'Media, Information n Empowerme nt'	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
33.	Pre sent er	Dealing with the Infodemic		PG	Swayam: MOOC on 'Media, Information n Empowerme nt'	2021	<a href="https://www.youtube.com/watch?v=RQRLpaj8WXg">https://www.youtube.com/watch?v=RQRLpaj8WXg</a>
34.	Pre sent er	Representation of Gender in Entertainment		PG	Swayam: MOOC on 'Media, Information and Empowerme nt'	2021	<a href="https://www.youtube.com/watch?v=BfC6nB0NV2w">https://www.youtube.com/watch?v=BfC6nB0NV2w</a>
35.	Pre sent er	Advertising and Public Relations- Intro Video			Swayam: MOOC on Advertising and Public Relation	2021	<a href="https://youtu.be/emXpYjFkoT8?si=-b8aagLmZtyn3mYk">https://youtu.be/emXpYjFkoT8?si=-b8aagLmZtyn3mYk</a>
36.	Pre sent er	Concepts of Advertising		PG	Swayam: MOOC on Advertising and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>

37.	Pre sent er	Audience Characteristics		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
38.	Pre sent er	Online Advertising		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
39.	Pre sent er	Advertising Agency			Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://youtu.be/xfMrt2a00k?si=J89xjCaDBpf-zYm0">https://youtu.be/xfMrt2a00k?si=J89xjCaDBpf-zYm0</a>
40.	Pre sent er	Advertising Agency Functions		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
41.	Pre sent er	Advertising Literacy		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
42.	Pre sent er	Kinds of Advertising		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
43.	Pre sent er	Types of Advertisements - 1		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
44.	Pre sent er	Types of Advertisements - 2		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>

45.	Pre sent er	Creativity and Culture in Advertisements		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF">https://drive.google.com/drive/u/1/folders/1XKp_WFfnebvV9iHSdcaPwL_ilSaQiVVF</a>
46.	Pre sent er	Audience Characteristics		PG	Swayam MOOC on Advertisin g and Public Relation	2021	<a href="https://youtu.be/c18fv8jac4w?si=kjrTLrBFEMZBz0fp">https://youtu.be/c18fv8jac4w?si=kjrTLrBFEMZBz0fp</a>

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

S No.	Co author (if any)	Title of presentation, /Talk/Lecture	Name Organizing institute	Conference	City	Date and Year
1.	Invited Lecture	AI for better teaching : Tools for Teachers in higher Education	UGC MMTTC Rajasthan university	Orientation Course for College Teachers	Jaipur/ Online	5. November. 2025
2.	Works hop	Development Communication for Design Students	National institute of Design, Haryana	Design Workshop	Kuruksh etra	25- 30 August. 2025
3.	Invited Lecture	The interplay of AI and Human Intelligence for a Good Teacher	UGC MMTTC Rajasthan university	Orientation Course for College Teachers	Jaipur/ Online	25. August. 2025
4.	Invited Lecture	Using AI to Enhance Teaching: Tools, Benefits, and Future Possibilities	UGC MMTTC Punjabi University Patiala	Orientation Course for College Teachers	Patiala/ Online	. July. 2025
5.	Invited Resour ce Person	Research Methodology	Uttarakhand Open University Haldwani,	Research Workshop	Dehra Doon/ Online	06- 07. November. 2024
6.	Works hop	Communication Studies Course for Communication Design students.	National Institute of Design, Haryana	Communication Design Workshop	Kuruksh etra	18 - 22 November. 2024



7.	Invited Speaker	Artificial Intelligence and NEP 2020 Shaping the Future in Higher Education'	MES's Pillai College of Education & Research	Interdisciplinary Online Conference	Mumbai/ Online	08. October. 2024
8.	Invited Talk	Aging with Dignity: Ethical Issues in End of Life Care	Communication Today & BVICAM	National Webinar	Delhi Virtual	01. October 2024
9.	Session Chair	Digital Yug mein Jansanchar Udyog Avem Shiksha'	SOJNMS, IGNOU	Online National Symposium	Delhi / Online	27. September. 2024
10.	Paper Presentation	स्वास्थ्य संचार के लिए एक उपकरण के रूप में सोशल मीडिया: फेसबुक पर मातृ वंदना योजना का एक अध्ययन	SOJNMS, IGNOU	National Seminar	Delhi / Online	27. September. 2024
11.	Paper Presentation	आजीवन शिक्षा को शिव ांगजनों के लिए समा वेिी बनाने में एआई की भूमिका	SOJNMS, IGNOU	National Seminar	Delhi	27. September. 2024
12.	Paper Presentation	Media, The Silent Influencer: Gender identity Transformations in Popular Hindi Content	International institute of Cambridge and Mumbai Colleges	Online International Conference	Mumbai/ Online	31.July.2024
13.	Workshop	Media Appreciation for Communication Design students	National Institute of Design, Haryana	Communication Design Workshop	Kurukshetra	03 to 09. November. 2023
14.	Session Chair	Digital Media aur Bhartiye Bhashayen	SOJNMS, IGNOU	Online National Conference	Delhi	12. September. 2023
15.	Paper Presentation	Examining the Relationship between Trauma and Gender: A Case Study of Indian journalists	Manipal institute of Communication, Manipal Academy of Higher Education	International Communication Association (ICA) Regional Hub – 2023	Online	26- 30. May.2023
16.	Paper Presentation	Erotic Content on Hindi OTT Platforms: Analysing Females' Perspective	Manipal institute of Communication, Manipal Academy of	International Communication Association (ICA) Regional Hub – 2023	Online	26- 30. May.2023



			Higher Education			
17.	Invited Speaker	Real life Learnings from Advertising Research	Management Education and Research Institute	Lecture Series – Industry Connect	Delhi	28. April. 2023
18.	Invited Lecture	Innovative Learning Environments	ISS College of Teacher Education, Kerala	National Online Conference	Mallapuram, Online	28. Marh. 2023
19.	Session Chair	National Online Conference on Innovative Learning	ISS College of Teacher Education,	National Online Conference on	Mallapuram, Kerala.	27. March. 2023
20.	Key Note Speaker	Psycho Ecology: Emerging Discourses of Ecological Influences on Human Behaviour	St. Xavier's College Jaipur	Multidisciplinary International Conference	Jaipur	25. February. 2023
21.	Resource Person:	Media & Social Transformation	Department of Journalism and Mass Communication, Chaudhary Devi Lal University	Seminar Series	Sirsa/ Online	16. January. 2023
22.	Invited Speaker	Advertising Research as a Life Skill	Dept of Development Communication & Extension, Lady Irwin College	Extension Lecture	Delhi / Virtual	17. November. 2022
23.	Invited Resource Person:	Handling Media during Exhibitions'	MKU Limited – Defexpo	Workshop	Gandhinagar	18-22 October. 2022
24.	Session Chair	Digital Yug mein Hindi Media aur Bhartiye Samaj'	SOJNMS, IGNOU	Online National Conference	Delhi	30. September. 2022
25.	Invited Speaker	Relevance of Advertising Literacy in Current times	Dept of JMC, Khwaja Moinuddind Chishti	Extension Lecture	Lucknow	12.May. 2022

			Language University			
26.	Invited Speaker	Social Marketing and Campaign Designing	Faculty of Mass Comm and New Media. University of Jammu	Guest Lecture	Jammu/ Omlne	13. January. 2022
27.	Invited Speaker	Advertising Literacy	Ajit Karan Singh International Public School	Invited Workshop	Chandigarh / Virtual	08. January. 2022
28.	Academician Expert:	Major Program Review as per NEP 2020	Amity School of Communication (ASCO), Amit University	Program review	Noida	14-16 December. 2021
29.	Invited Lecture :	Overlaps Between Research and Creativity'	Delhi School of Journalism, University of Delhi	Extension Lecture	Delhi/ Online	26. October. 2021
30.	Paper Presentation	Hindi OTT Platform par kamuk Samagri: Mahilaon ke Drishtikon ka Vishleshan	SOJNMS, IGNOU	Online National Conference	Delhi	22. September. 2021
31.	Session Chair	Digital Yug mein Hindi Media: Vartmaan Paridrishye avem Bhavishye ki Sambhavnaen	SOJNMS, IGNOU	Online National Conference	Delhi	22. September. 2021
32.	Invited Speaker	Historical Perspective of Advertising in India	Dept of JMC, Khwaja Moinuddind Chishti Language University	Extension Lecture	Online/ Lucknow	12. May. 2021

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

SNo.	Organization/ agency	Cost, title of consultancy	Duration



Dr. Padmini Jain, Associate Professor, SOJNMS

**9. 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

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

SNo.	Name and enrolment no:	Year of registration	Year of completion/ award
1.	Ms. Sweta Rani 225035170	2023	pursuing
2.	Ms Suraksha Yadav 225034540	2023	pursuing
3.	Ms. Garima Mishta 225035123	2023	pursuing
4.	Maitree Shee 231001817	2025	pursuing

**11. Details of Programmes/ Courses coordinated/ written/ edited/ translated 9if applicable):**

S No.	Program me	Course	Unit (print)/ Audio/Video/ eSLM	Coordinated/Written/ Edited (content/ language/ format)/ Translated	Period
1.	PGJMC-Old	JMC01, JMC02, JMC03, JMC04	Print	Coordinated	2021, 2022, 2023
2.	MAJMC English	All Courses	Print	Coordinated	2022
3.	MAJMC Hindi – Online & ODL	All Courses	Online & Print	Coordinated	2023
4.	PGDAIC	MNM021, MNM022, MNM023, MNM024, MNM025, MNM026, MNM027, MNMP021	Print	Coordinated	2023, 2024, 2025

5.	PGDAPP	MJM001, MJM002, MJM003, MJML001	Print	Coordinated	2023, 2024, 2025
6.	CCR	BNM001, BNM002, BNMP001	Print	Coordinated	2023, 2024, 2025
7.	BAJDM/ BAFJDM	BNM026, BNM030/130, BNM035, BNM037	Print	Written & Edited	2024-2025
8.	MAJMC	MJM028-H, MJM029-H	Print and Online	Translation and Vetting	2022
9.	MAJMC & PGJMC	MJM025-H	Print and Online	Translation and Vetting	2022
10.	PGJMC & MAJMC	MJM025, MJM029	Print	Edited	
11.	PGDAIC	MNM021, MNM022, MNM023, MNM024, MNM025, MNM026, MNM027, MNMP021	Print, Audio, Video – under development	Coordination, Writing, Editing, Language , Format	2021 - present
12.	MOOC MJM 029	MJM029	e SLM Video and Audio	Coordinating	2021- present

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

SNo.	Programme	Dates	Place	Number of Participants

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

S No.	Programme	Course	Place	Dates	Duration	Mode y
1.	E Vidya Bharti Learners MAJMC	MJM025 MJM029	Google Meets	2023, 2024	60 minutes x 8 each year	Online
2.	PGDAIC	MNM021, MNM022, MNM023, MNM024, MNM025, MNM026,	Google Meets	2023, 2024, 2025	60 minutes x 9 each Semester	Online

		MNM027, MNMP021				
3.	PGDAPP	MJM001, MJM002, MJM003, MJML001	Google Meets	2023, 2024, 2025	60 minutes x 5 each Semester	Online
4.	CCR	BNM001, BNM002, BNMP001	Google Meets	2023, 2024, 2025	60 minutes x 4 each Semester	Online
5.	Screen Addictions: Cons and Solutions	MNM021	Gyan Vani	12/11/2025	60 minutes	IRC
6.	Introduction to PGDAIC Project Course	MNMP021	Gyan Darshan	28/10/25	60 minutes	TC
7.	SDGs and Media		Gyan Darshan	11/09/2025	60 minutes	TC
8.	Corporate Identity and Brand Management	BNM024	Gyan Vani	11/06/2025	60 minutes	IRC
9.	Start Up Options in the Media Industry		Gyan Darshan	09/04/2025	60 minutes	TC
10.	Self -Employment Possibilities after media studies	MNM027	Gyan Vani	09/04/2025	60 minutes	IRC
11.	Post Graduate Diploma in Advertising and Integrated Communications: Induction Session	PGDAIC	Gyan Darshan	03/02/2025	60 minutes	TC
12.	Post Graduate Diploma in Advertising and Integrated Communications	MNMP021	Gyan Vani	03/02/2025	60 minutes	IRC
13.	Induction Session of PGDAIC	MNM021	Gyan Vani	28/01/2025	60 minutes	IRC
14.	Classification of Advertising	MNM023	Gyan Vani	08/0120/25	60 minutes	IRC
15.	Introduction to PGDAIC & IGNOU for the new admissions	MNM021	Gyan Vani	11/09/2024	60 minutes	IRC
16.	Introduction to Post Graduate	PGDAIC	Gyan Darshan	23/08/2024	60 minutes	TC

	Diploma in Advertising and Integrated Communications: Induction Session					
17.	Influencer Marketing and Blogging	MNM025	Gyan Vani	14/08/2024	60 minutes	IRC
18.	Case Studies: Public Relations in Media ethics and Laws	MJM025	Gyan Darshan	06/08/2024	30 minutes	TC
19.	Case Studies: Advertising in Media ethics and Lawas	MJM025	Gyan Darshan	06/08/2024	30 minutes	TC
20.	Use of Social Media for advertising by Local Brands	MNM024	Gyan Vani	10/07/2024	60 minutes	IRC
21.	Relevance of Online Advertising and Social Media for Marketers today: Research Insights	MNM025	Gyan Vani	14/02/2024	60 minutes	IRC
22.	Use of AI and Chat apps in the Advertising profession	MNM025	Gyan Vani	11/10/2023	60 minutes	IRC
23.	Orientation to PGDAIC New Learners	MNM021	Gyan Vani	12/07/2023	60 minutes	IRC
24.	Introduction to Po0st Graduate Diploma in Advertising and integrated Communications	MNM021	Gyan Vani	10/05/2023	60 minutes	IRC
25.	Use of Chat GPT in the Advertising profession	MNM026	Gyan Vani	12/04/023	60 minutes	IRC
26.	Orientation on MAJMC for the new batch	MAJMC	Gyan Vani	15/12/22	60 minutes	IRC
27.	Bloggers and Influencers – the New Age Advertisers	MJM029	Gyan Vani	14/09.22	60 minutes	IRC

28.	Introduction to MA JMC	MAJMC	Gyan Vani	10/08/22	60 minutes	IRC
29.	Career Options in Media	MAJMC	Gyan Vani	10/08/22	60 minutes	IRC
30.	Blogging and V Blogging	MJM028	Gyan Vani	13/05/22	60 minutes	IRC
31.	Development Communication in Indian Context	MDC 01	Gyan Vani	13. 04.2022	60 minutes	IRC
32.	Social Marketing	MDC 05 MJM 029	Gyan Vani	09. 03.2022	60 minutes	IRC
33.	Social Marketing Campaign Planning	JMC01	Gyan Vani	12. 01.2022	60 minutes	IRC
34.	Copywriting in Advertising	JMC04	Gyan Vani	13. 10.2021	60 minutes	IRC
35.	Indian Advertising& Cultural Interrupts	MJM 029	Gyan Darshan	18.08.2021	30 minutes	TC
36.	Cultural and Social Reflections in Advertisements	JMC 029	Gyan Vani	11. 08.2021	60 minutes	IRC
37.	Introduction to Advertising and Public Relations	JMC 029	Gyan Darshan	08.08.2021	30 minutes	TC
38.	Using the Online Space to connect to the customer	JMC 029	Gyan Vani	14. 07.2021	60 minutes	IRC
39.	Online Apps for Everyday Living	JMC 028	Gyan Vani	09.06.2021	60 minutes	IRC
40.	Online Apps useful during quarantine	Awareness Session	Gyan Vani	26.04.2021	60 minutes	IRC
41.	Gender Portrayals in Advertising	MJM 021	Gyan Vani	10.02.21	60 minutes	IRC
42.	Introduction to MJM029: Course Advertising and {Public Relations	MJM 029	Gyan Vani	13.01.2021	60 minutes	IRC

**14. Details of Patents granted (if any):**

**15. Contribution to IGNOU's corporate life:**



Dr. Padmini Jain, Associate Professor, SOJNMS

S No.	Chairperson/ Member Committee of	Name of the Committee	Date/ period
1.	Election Officer	Managing Committee of SCDS Election Committee	2022
2.	Election Officer	Managing Committee of SCDS Election Committee	2020
3.	Coordinator (P) of the Learner Support Centre -07139	IGNOU Program Study Centre at SOJNMS	2022, 2023, 2024, 2025
4.	Member	SOJNMS-School Borad	2021, 2022, 2023, 2024, 2025
5.	Member	SOJNMS-DRC	2022, 2023, 2024, 2025
6.	Convener	SOJNMS-School Council	2021, 2022, 2023, 2024, 2025
7.	Nodal Officer	SOJNMS- Swayam Prabha Channel 19	2021, 2022, 2023, 2024, 2025
8.	Nodal Officer	SOJNMS-CIQA	2025
9.	Coordinator	SOJNMS- IRC	2021, 2022, 2023, 2024, 2025
10.	Member	PhD Admission Committee	2023, 2024, 2025
11.	Member	Scrutiny Committee to review books for Library Purchase	2021, 2022, 2023
12.	Member	Expert Committees & Program Design Meetings	2021, 2022, 2023, 2024, 2025
13.	Member	Organising Committee, SOJNMS Media Seminar/ Lecture Series	2021, 2022
14.	Member	Organising Committee, SOJNMS National Feature Writing Competition	2021, 2022, 2023
15.	Member	Organising Committee, SOJNMS National Photography Competition	2024, 2025
16.	Member	Organising Committee, SOJNMS Online National Symposium	2021, 2022, 2023, 2024

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

SNo.	Designation	Period

**17. Any other contribution/information**



**Signature of Teacher /Academic**



Dr. Padmini Jain, Associate Professor, SOJNMS