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### **Brief Profile**

Mrs. Rashmi Verma is actively engaged in teaching, training and research in the discipline of Mass Communication for past 14 years. She has joined academics in 2010 with Central University. Before joining academics, she was associated with the news media in Delhi. Mrs. Verma has many cover stories in her credit. She also carried out regular columns and her articles, features published in various print publications. She has presented programs on All India Radio, Delhi and undergone professional training with some print/electronic media houses. In academics as a course teacher, she conducted many outreach program for the students of Mass Communication and coordinated some of the field/industry visits. She has been actively engaged in inviting special lectures of media professionals and in organizing placement drive, alumni connect for the students. Recently as Google News Initiative India training Network trainer, she has conducted various online/in-personal trainings and workshops for media teachers, students, NGO's, Artisans, Theatre artists, members of Self Help Groups and other community activists on 'News and Information Literacy'. Mrs. Verma has also conducted sessions with children of local community and schools on 'Good and Bad Touch' and 'Gender Sensitization'. Recently she has been interviewed by DDRanchi on various emerging areas of mass communication discipline.

### **Educational Qualification**

- Pursuing Ph.D. in Environmental Communication
- M Phil. in Mass Communication
- RGNF, UGC NET Qualified

- Post Graduate Diploma in Electronic Media & Film Production
- Masters of Journalism (MJ)
- Post Graduate Diploma in Translation
- Bachelors of Commerce

### **Courses Taught**

**M.A in Mass Communication-** Corporate Communication, Integrated Marketing Communication, Event Management, Advertising and Public Relations and Reporting and Editing.

**B.A Mass Communication-** Principles of Journalism.

### **Additional roles and Responsibilities**

- NSS Program Officer
- Member, Board of Management for Self-Financing Programs
- Departmental Representative for Training, Internship and Placement
- Departmental Representative for University Alumni Cell
- Secretary, Public Relations Society of India, Ranchi Chapter

### **Research Publications**

1. **‘Theorizing Framing in Environmental Communication: Exploring Literature of the Field’** published in Third Concept, Issue No440 October, 2023 (ISSN: 0970-7247, UGC Care Listed Journal in Social Science).
2. Co-author of **‘Indian Cricket Captains as Social Media Influencers: A Study of Their Instagram Accounts’**, in the UGC CARE Listed Journal *Caraiveti*, Vol. II, Issue I (January-June 2024), Department of French Studies, Banaras Hindu University (BHU), Varansai, (ISSN 2456-9690, in printing process).
3. Co-author of **‘Mapping Advertising Literacy in Media Students of Ranchi’** in peer reviewed *Journal of Public Relations and Advertising*, Vol. I, Issue I, Jan-June 2022 published by Makhanlal Chaturvedi University of Journalism and Mass Communication.
4. Co-author of **‘Journey of Jollywood: A Study in the Context of Nagpuri Cinema’** in the UGC CARE Listed Journal *‘SAMPRITI’*, *Sampriti Publication*, Vol. VII, Issue 2, September 2021. (ISSN: 2454-3837, UGC-CARE List Group I in Social Sciences Serial No. 246).
5. **‘Vigyan ka prasar aur media ki sebhagita’** published in *Vigyan Sanchar* by DESIDOC, Defence Research and Development Organization, GOI 2013 (ISBN 978-81-86514-45-0).

6. **‘New Media as a new platform for human expression’** published in Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media, University of Calcutta in 2012 (ISBN 81-86263-02-4).
7. **‘Oraon of Ranchi city under the era of globalization- a socio-cultural perspective’** published in Ratna-Garbha research journal Vol-8 published by Social Sciences & Humanities Development Association in 2012 (ISSN 0996-231X).

### **E-Course Material**

Translation/language vetting work for E-Gyankosh, IGNOU (ISBN 978-93-5568-907-8) Delhi for following module:

1. MJM-020-Unit 11: Media Ownership
2. MJM-020-Unit 12: Feature and News Agencies
3. MJM-020-Unit 13: Governmental Media Organization
4. MJM-020-Unit 14: Educational Media
5. MJM-020-Unit15: Indian Film Industry
6. MJM-020-Unit 16: Advertisement
7. MJM-020-Unit17: Public Relations and Corporate Communication
8. MJM-020-Unit 18: Event Management
9. MJM-020-Unit 19: Integrated Marketing Communication

### **Book Chapters**

1. **‘Communicating Culture through Tribal Art: A Case Study of Sohrai and Kohvar Paintings in Jharkhand’** Indian Folk Studies - Lore of the People (Accepted and In Press).
2. **‘Internal Public and Corporate Communication Connecting with Your Own People’** in ‘Corporate Communication- Trends and Features’ edited by Dr. Sapna M.S Associate Professor, Department of Communication and Journalism, University of Mysore.
3. **‘Vigyanka Prasara Aur Media ki Sebhagita’** Published in VigyanPrasar book.
4. **‘Jan Sampark’** published in a book titled VisheshikritPatrakarita, University Publication, Delhi, Edition: First, Year: 2014, (ISBN 978-81-7555-656-0).

5. **‘Ek Ropa Dhan Vritchitra ka Adhyan aur Gramin Parivesh mein Prasangikta’** published in a book titled ‘Media Ki NayiChunautiyaan’ Kanishka Publication, Delhi, Edition: First, Year: 2014 (ISBN 978-81-8457-649-8).

## **Program Organized**

1. Coordinated PR Day and organized a special lecture of Alumni on **‘Sanatan Values and Emerging India: Role of Public Relations’** in collaboration with PRSI, Ranchi Chapter. This lecture was part of ‘Alumni Connect’ and held on 24<sup>th</sup> April, 2024 at Department of Mass Communication, Manatu Campus.
2. Coordinated **Vigilance Awareness Campaign** in collaboration with Central Coalfield Ltd. on 19<sup>th</sup> October, 2023 at Department of Mass Communication. Various competitions like slogan writing, quiz and essay competitions were also organized for students of different department.
3. Coordinated **Public Relations Day** in collaboration with PRSI Ranchi Chapter on 21<sup>st</sup> April, 2023 at Department of Mass Communication. For this a special lecture has been organized on the theme of **‘G20 and Indian Values: Public Relations Perspective’**. The Deputy Director from IPRD has chaired the session as key speaker.
4. Coordinated the **Data Dialogue** by Google News Initiative in Ranchi Press Club. It was organized on 11<sup>th</sup> January, 2023 in Press Club Ranchi. Many journalists, media educators and students of mass communication from different academic institutions have participated in this one day workshop.
5. In view of 8<sup>th</sup> **International Day of Yoga 2022**, coordinated “Yoga Week Celebration” as a **Yoga Mentor** of CUJ. During 20<sup>th</sup> to 27<sup>th</sup> May, 2022 various competitions such as poster making, slogan and essay writing for students and Online lecture on **“Yoga for Life”** and **“Surya Namaskar”** organised in online mode. Also 2 days physical sessions on **“SuryaNamaskarAbhyas”** was organized in Brambe, Campus.
6. Jointly coordinated **Blood Donation Camp by NSS** on 21<sup>st</sup> April, 2022 at Brambe Campus for the students and staff of university.
7. Coordinated **VaxCheck Virtual Town Hall Workshop** in association with Google News Initiative India and DataLeads. The purpose was to promote vaccination drive and combat misinformation around pandemic. This online workshop was conducted in Department of Mass Communication on 3<sup>rd</sup> May, 2021 in virtual mode and attended by many media persons, NGO members of Ranchi.
8. Coordinated **Alumni Connect** special lecture and invited an alumni of Department of Mass Communication to speak on ‘Politics in India: Contemporary Issues’. This lecture was held on 21<sup>st</sup> Aug, 2021.

9. In view of 7th International Day of Yoga 2021, jointly coordinated Three days **Covid Care Program** on basic yoga, meditation and powerful breath exercises. This program was organized by ART OF LIVING for the students and staff of CUJ during 7th to 9th June, 2021 in online mode.
10. Coordinated a special lecture on **‘Salience of Advertising Literacy in the Digital Era’**. This online lecture was organized in Department of Mass Communication on 5<sup>th</sup> December, 2020.
11. Coordinated a special lecture on **‘Media & Conflict Reporting’**. This online lecture was organized in Department of Mass Communication on 19<sup>th</sup> December, 2020.
12. Coordinated a special lecture on **‘Career in Online Journalism: Prospects and Challenges’**. This online lecture was organized in Department of Mass Communication on 28<sup>th</sup> November, 2020.
13. Coordinated workshop on **‘GNI Poll Check** for Journalists, media educators, media students of Ranchi in **Press Club**, Ranchi on 12<sup>th</sup> March, 2019. This workshop was jointly organized by Department of Mass Communication, Central University of Jharkhand and Google News Initiative India Network.

### **Media Interviews/Panel Discussions**

1. Invited for panel discussion on the topic **“G20 Summit in India and Impact”** by Doordarshan Ranchi for its program ‘Beech Behas Mein’ on 8<sup>th</sup> September, 2023.
2. Invited for panel discussion to discuss **highlights of 2023** by Doordarshan Ranchi for its program ‘Beech Behas Mein’ on 21<sup>st</sup> December, 2024. This program was aired on the eve of newyear 2024.
3. Invited for an interview on the topic **‘Career in Mass Communication’** by Prabhat Khabar Digital on 28<sup>th</sup> February, 2023.
4. Invited for interview on **‘Career Opportunities in FactChecking’** by Doordarshan Ranchi for its program ‘Aur bh ihai Rahein’ on 1<sup>st</sup>February, 2023.
5. Invited for interview on **‘Advertising and Public Relations’** by Doordarshan Ranchi for its program ‘Aur bhi hai Rahein’ on 5<sup>th</sup> October, 2022.

### **Invited Lectures and Session Chair**

1. Chaired a session as resource person in ICSSR sponsored one-day National workshop on **“Impact Assessment of PMAY-G in Rural Jharkhand”** held on 18, March 2024 at Central university of Jharkhand.
2. Invited as Resource Person for special lecture on **‘Information and News Literacy’** in Nursing School of Constant Lievens Hospital and Research Centre Mandar, Ranchi on 6th March, 2024.
3. Chaired session in **Impact Assessment in Enhancing FP/SRH Outcomes in Jharkhand** organized on 29<sup>th</sup> January, 2024.
4. Chaired a session on **“Spirituality is Key to Make Media Soluiton Based”** organized by Media Wing of PrajapatiBrahamkumariIshwariya Vishvidyalaya, Ranchi on 22nd December, 2023.
5. Invited as resource person to conduct training on **‘Writing Featured Stories for Media’** for the CSO’s by the Advocacy and Accountability Collaborative (TAAC) on 17<sup>th</sup> October, 2023.
6. Invited as resource person to conduct training session on **“Satyagrah to combat Misinformation’** for nursing and medical staff Professionals by Central Coalfields limited Gandhi Nagar Hospital, Ranchi on 13<sup>th</sup> Oct, 2023.
7. Invited as Keynote Speaker in one day International Conference on **‘Artificial Intelligence (AI): Opportunities or Threats for Media’**. Presented viewpoints virtually in technical session-I on the theme of AI and Media Transformation in Contemporary Scenario. This conference was organized by Tilak School of Journalism & Mass Communication, ChaudharyCharan Singh University, Meerut on 15<sup>th</sup> September, 2023.
8. Invited to conduct a workshop with teachers of Adivasi Bal Vidyalaya, Ratu on 20<sup>th</sup> April, 2023 on **Understanding Media Information**.
9. Invited for a special lecture on **‘Debunking Fake News and Social Media Audit’** by Department of Journalism and Mass Communication, International School of Management, Patna, Bihar. This lecture was organized on 30<sup>th</sup> January, 2023 in virtual mode.
10. Invited for a special lecture on **‘FactChecking and Information Literacy’** by Department of Journalism and Mass Communication, School of Humanities, UkaTarsadia University, Surat. This online lecture was held on 22<sup>nd</sup> July, 2023.
11. Invited as ‘Guest Speaker’ organized by School of Communication, Amity University, Jharkhand and PRSI Ranchi Chapter on 21st April, 2022 to deliver an invited talk on **“Building Trust: Shaping Up the New World With Public Relations”**.

12. Invited as 'Resource Person' by BhartiyaLokKalyanSansthan, Jharkhand on 30th April, 2022 to conduct online workshop for its members on media literacy.
13. Invited as 'Trainer' by Zinnia NGO of Ranchi to deliver an online session on 'Information and News Literacy' for its youth members on 24th April, 2022.
14. Invited as "Key Speaker" for an online lecture organized by Srijan Foundation, Jharkhand on 27th March, 2022.
15. Conducted online session on Media Literacy as a "Resource Person" for the members of VikasBharati NGO on 13th March, 2022.
16. Invited as 'Subject Expert" by Delhi Public School, Ranchi on 3rd March, 2022 in the interview panel.
17. Invited as 'Resource Person' by School of Yoga, Ranchi University on 26th February, 2022 to deliver an online lecture on '**Understanding Media Literacy**'.
18. Invited as 'Resource Person' by Sakhi NGO, Bihar to deliver the online session for their women activists/members on '**Usage of Social Media Information**' on 30th Jan, 2022.
19. Invited as Guest Speaker' to deliver a lecture on "**News Literacy and Fact Checking**" by Public Relations Society of India in their 15 Days PR Mass Communication Orientation Programme for students and practitioners. The invited lecture broadcasted on PRSI official youtube channel and on social media pages on 9th October, 2021.
20. Invited as 'Resource Person' in an Online Faculty Development Program organized by Ramanujan College, University of Delhi on 13th September, 2021.
21. Invited as "Keynote Speaker" by Department of Media Studies, Mahatma Gandhi Central University in their Gurumantra E-Samvad Online Lecture Series to deliver upon "**Public Relations: Challenges and Opportunities**" on 14th June, 2021.
22. Conducted the online workshops on Media and Information Literacy (MIL) as "Resource Person" for the students of selected 15 government schools (Ranchi and Garhwa District) under BBC Young Reporter Project.
23. Invited as 'Guest Speaker' to deliver an online special lecture on '**Contemporary Trends in Public Relations**' by School of Communication, Amity University, Ranchi. This session was organized on 23rd April, 2021 to celebrate National PR Day.
24. Invited as 'Guest Speaker' by Faculty of Journalism and Mass Communication, Usha Martin Universtiy, Jharkhand on 30th Jan, 2021 to deliver an online lecture on '**Media and Information Litracy**'.

25. Invited as 'Resource Person' by University Department of Mass Communication, BinodBihariMahtoKoyalanchalUniversisty, Dhanbad on 9th Jan, 2021 to deliver an online special lecture.
26. Invited as 'Resource Person' by Department of Journalism and Mass Communication, Ranchi University, Ranchi on 7th Jan, 2021 to deliver an online lecture on Fact Checking.
27. Invited as 'Resource Person' by Department of Mass Communication, Gossner College, Ranchi on 18th Dec, 2020 to deliver an online lecture on Fact Checking.
28. Invited as 'Resource Person' by Delhi Public School, Ranchi on 19th Dec, 2020 to deliver an online lecture to its teachers on "Information Literacy".
29. Invited as 'Guest Trainer' by JharCraftto conduct in-personal training on 5th Dec, 2020 for its different department heads and some employees based in Ranchi Corporate Office.
30. Invited as 'Trainer' by Protsahan Foundation (NGO)of Delhi to deliver an online session on 'Information Literacy' for its members and group of girls on 27th Nov, 2020.
31. Invited as 'Resource Person' by Carmel School, Brambe, Ranchi on 10th Nov, 2020 to conduct workshop for its teachers and staff on 'Online Teaching and Learning'.
32. Invited as a 'Resource Person' and felicitated by Information and Public Relation Department (IPRD) of Government of Jharkhand for Orientation lecture of their PR Professionals of different districts on 1st June, 2019.

### **Research Paper in Seminar/Conference/Symposia**

1. Paper presentation on **"Leveraging Media Literacy to Empower Citizen: learning's from European Union"** in International Conference on "Understanding the European Union: Structures, Processes and Challenges" organized by Jean Monnet Module and Department of Political Science, IQAC, St. Xavier's College, Ranchi during 3-4 Nov, 2023.
2. Paper presentation on **"Advocating Eco Media Literacy to Empower the Environmental Discourse"** in International Communication Conference on "Future of Eco Literacy: The Role of Emergent Eco Centric Media held during 3-4 Dec, 2022.
3. Paper presentation on **"Communication for SDG 3: A Study of Non-Governmental Campaigns in Jharkhand"** in 5<sup>th</sup> National Media Conclave on 22<sup>nd</sup> Nov, 2021. This paper secured best paper presenter award.



4. Paper presentation on '**Fact Check Initiatives in India: An Exploratory Study**' in the Two Days International Conference on Media Education organized by Department of Communication, Bangalore University during 28-29th Dec, 2020.
5. Paper presentation on '**Framing of Environmental Communication: A Systematic Review of Literature on the Field**' in a Two Days International Conference on Science Communication jointly organized by Bangalore University and Indian Association for Science Fiction Studies during 7-8th Dec, 2020.
6. Paper presentation in 5<sup>th</sup> Media National Conclave on "**NEP 2020: Media and Digital Technologies**" held online during 21<sup>st</sup> to 23<sup>rd</sup> November, 2021.
7. Paper presentation on '**Cinema as a Soft Power: A Comparative Study of Cinema Industry in India and China**' in a Two Days International Conference on Soft Power and Public Diplomacy in India and China, jointly organized by Central University of Jharkhand in collaboration with Indian Council of World Affairs (ICWA) and Indian Council of Social Science Research (ICSSR), New Delhi during 21<sup>st</sup> -22<sup>nd</sup>, February, 2019.

### **FDP and Refresher Course**

1. Five days online **FDP on the theme of "Inculcating Universal Human Values in Technical Education"** organized by AICTE from 29<sup>th</sup> November to 3<sup>rd</sup> Dec, 2021.
2. **FDP organized by IQAC, CUJ** during 30<sup>th</sup> January to 13<sup>th</sup> February, 2022 in online mode.
3. Three days Online **FDP organized by Press Club, Kolkata** in Collaboration with UNICEF on 25<sup>th</sup> to 27<sup>th</sup> February, 2022.
4. Two Weeks **UGC Sponsored Online Refresher Course** in Media Studies organized by Human Resource Development Centre, Bharathidasan University during 12<sup>th</sup> to 25<sup>th</sup> March, 2021.
5. Two Weeks **Online Faculty Development Program (FDP)** on "ICT Based New Paradigms of E-Teaching and E-Learning : Digital Pedagogy" organized by Department of Computer Science, Mata Sundri College for Women University of Delhi In Collaboration with PanditMadan Mohan Malviya National Mission on Teachers and Teaching Teaching Learning Centre, Ramanujan College during 15<sup>th</sup>-30<sup>th</sup> September, 2020.

### **Seminar/Workshop and Training**

1. Participated in **International Public Relations Festival 2023** during 25<sup>th</sup> to 27<sup>th</sup> November, 2023 in Delhi and represented PRSI Ranchi Chapter as Secretary.

2. Participated in the One Week Literacy Workshop on “**Language, Indigenous Intellectual Heritage and Sustainable Well Being**” organized by Centre for Endangered Languages in Collaboration with School of Culture and Languages held from 4<sup>th</sup> to 8<sup>th</sup> March, 2024.
3. Attended Global Online Training on “**Demystifying Water and Waste Data for Communication and Action**” by School of Environmental Communication, Centre for Science and Environment during 7<sup>th</sup> to 21<sup>st</sup> March, 2022.
1. Global Online Training on “**Demystifying Water and Waste Data for Communication and Action**” by School of Environmental Communication, Centre for Science and Environment during 7<sup>th</sup> to 21<sup>st</sup> March, 2022.
2. Attended Three Days **Online Workshop/Training Program** on “Child Centric Disaster Risk Reduction” Jointly organized by Child Centric Disaster Risk Reduction Centre, National Institute of Disaster Management, Ministry of Home Affairs, Govt.of India in collaboration with Central University of Jharkhand from 10<sup>th</sup> to 12<sup>th</sup> November, 2020.
3. Attended Three Days **Workshop on ‘Media Research Methodology’** in online mode by School of Media Studies, Department of Convergent Journalism, Central University of Kashmir from 3<sup>rd</sup> to 5<sup>th</sup> November, 2020.
4. Attended Three Days ‘**Train the Trainer Workshop**’ on ‘News and Information Literacy ‘in online mode organised by FactShala India Media Literacy Network. In collaboration of Intern News and Data Leads during 14th to 16th Oct, 2020.
5. Attended Two Days Google News Initiative India Training Network Trainer’s **Recertification Workshop** initiated by DataLeads during 12<sup>th</sup> to 13<sup>th</sup> Oct, 2020.
6. Attended 10 days **ICSSR Research Methodology Workshop** from 1<sup>st</sup> April to 10<sup>th</sup> April, 2019 organized by Dept. of Contemporary, Tribal and Customary Law, Central University of Jharkhand, Brambe, Ranchi.

**Membership for Professional Bodies:**

- **Member**, International Association for Media and Communication Research (IAMCR)
- **Life Member**, Public Relations Society of India (PRSI)