

Curriculum Vitae

Name **Dr. Salima Jan**

Qualification: Ph.D. Sociology, Aligarh Muslim University.
(Topic: A Sociological study of Women Artisans of Srinagar)
M. Phil. Aligarh Muslim University.
(Topic: Women's Studies -A survey of literature in India)
M.A. Sociology Aligarh Muslim University.

Present Occupation **I/c Director and Research Scientist**
Educational Multimedia Research Centre
University of Kashmir, Srinagar

Experience and Job Profile

- 25 years as Research Scientist at Educational Multimedia Research Centre, University of Kashmir.
- Incharge Director, EMMRC since June 2016
- Channel Coordinator, DTH Life Sciences, since August 2016
- Co PI for the development of MOOC courses of the Centre
- Responsible for identifying and orienting the subject experts for using new Communication technologies for education, conduct periodical feedback studies, need assessment studies, audience profile etc.
- Conduct formative and summative research for the educational programmes and e-Contents developed by the Centre for the benefit of the target audience.

Publications

BOOK

“Forgotten Identities—The story of Artisan Women of Kashmir.”
(Published by DECENT BOOKS, New Delhi. 2004)

“Women Studies: Issues and Concern”
New Delhi Publishers, New Delhi 2005

EDITED BOOK

“Television and New Communication Technologies”
(Published by Black Prints, New Delhi 2012)

RESEARCH PAPERS

1. Paper entitled "Women's studies in Islamic perspective" in Haseena Hashia (ed.) 'Muslim Women Since Independence', Institute of Objective Studies, New Delhi, 1998.
2. Paper entitled “Artisan women – A Sociological study”; *Social Action* Vol .51, No. 4, 2001.
3. Paper entitled “Educational Television with special reference to UGC Countrywide Classroom in Kashmir”; *Communications* Vol.51, No.4, 2001.
4. Developed Course Material for M.Ed. Distance Education, University of Kashmir, 2004.
5. Pattern of Violence Against Women: Insights from Kashmir, *Learning Community*, Vol.1, No.1, June 2010.
6. Women in Labour Force – An Overview, *Educational Quest-International Journal of Education and Applied Social Sciences*, Vol.1, No.1, Dec.2010.
7. Globalization and India’s Initiatives in Education: Challenges and Prospects, *Educational Quest-International Journal of Education and Applied Social Sciences*, Vol.5, 2014 {ISSN: 0976-7258}.
8. Relevance of Public Service Broadcast in India in the Age of Commercial Media, *Journal of Sociology in Kashmir*, Department of Sociology, University of Kashmir, Vol.4, 2014.
9. "Social Life of HIV Positive women in Kashmir Valley" *American Journal of Social Science Research*, Vol.1, No.3, P.178-182, 2015
10. "Contextualizing Shrines and pluralism in Kashmir - A Sociological overview of Mata Kheerbhawani" *International Journal of Multidisciplinary Educational Research*, Vol.4, No.2, P.66-80, 2015

11. "Social Media and Family: Finding the Balance" *Journal of Global Communication*, Vol.8, No.2, 2015

Research Work Done and Reports Completed

- a) **Research Coordinator National Talkback Experiment in 1994.** The experiment was conducted at national level through Insat1B with the help of ISRO, Dept. of telecommunications and Doordarshan. Also **member of the core group designated to design the research methodology** and over see the execution of the experiment including the preparation of the final report.
- b) Conducted research on **need assessment of students in far flung and border areas of Kashmir**. The research was aimed at finding the type of programmes the students of these areas want to see in UGC country wide classroom (1996)
- c) Conducted a **study to determine the acceptability, understanding and utility of University Video Lecture Course telecast on Doordarshan**. A thorough report was prepared and distributed among UGC media centres in the country (1997).
- d) Conducted an in depth study on the "**Present scenario and the utilization of UGC countrywide classroom in the Kashmir Valley**". The data was collected in three districts viz Srinagar, Baramulla and Kupwara, and a detailed report was prepared and distributed among all the media centres in the country (1999).
- e) Research Project entitled, "**Role of Media in creating awareness among illiterates**", Sponsored by SRC, University of Kashmir (1998).
- f) Did a detailed research report entitled "**The Making of Habkak -the Horseman**". This award winning film was produced by AVRC Srinagar in July 1999. The report was widely circulated in the country and received appreciation from all over India especially from UGC.
- g) Written, Produced and Directed one educational television film, entitled "**Invisible Hands – the story of artisan women**", for UGC countrywide Classroom. The film has been telecast twice on DD national and is being repeatedly shown on Gyandarshan (2002).

- h) Conducted research study on Vyas channel in 2005-2006. This study was the part of the National Research Study conducted throughout India. The regional report was prepared and circulated.
- i) Conducted National Viewership Study on Vyas – Higher Educational Television Channel of UGC-CEC (2009-2010). The Study was part of the national research study. The regional report was prepared and circulated.
- j) As member of the National Research Report preparation team prepared the report on “National Viewership Survey on UGC-CEC Vyas Higher Educational Channel”, Consortium for Educational Communication, New Delhi, 2010.
- k) During 2010 and 2017, the centre remained busy with e-Content Development on Botany, Bio Medical Sciences, Food Technology, Urdu, Education, B.A. LLB, B. Pharma. The research activities too revolved around the summative evaluation of e-Contents by inviting experts and students for feedback and also to suggest measures to make e-Content Development at the Centre more beneficial and interesting for the students.
- l) Did formative **research for more than 100 educational television films** produced by EMMRC, University of Kashmir from time to time.

Consultancy Projects:

A: Worked as Researcher for the consultancy projects done by the Centre:

- a) Documentary film on *Art of Khatamband* (1995)
- b) Documentary on *REC- A Panoramic View* (2002)
- c) Mission Education- A Model College of Education (2007)
- d) Coordinator two-year project (started from March 2008) conducted by BBC World Service Trust in collaboration with our centre funded by Ford Foundation. The aim of the project was to build capacity on Social Affairs Reporting in disaster-hit areas in Kashmir. Students of Mass Communication, faculty of EMMRC, MERC and other local Journalists were imparted training by International Trainers.

B: Research Projects:

a) Did Research Study as Principal Investigator on “Coverage of Gender Issues in Print Media” for Ministry of Information and Broadcasting, New Delhi, 2009. The centre received 11 lacs for conducting the study.

b) Did the research project as Principal Investigator in collaboration with Information and Broadcast Ministry on “Government Information and Delivery Mechanism”. The project had a budgetary provision of Rs.9,41,200/-. The data was collected from Lucknow, Jammu (North Zone), Bhopal, Indore (Central Zone), Agartala and Guwahati (North East), Kolkata, Patna (East Zone), Hyderabad (South) and Goa (West Zone) during 2010-11.

c) Research project entitled ICTs and Digital Divide, Social Inclusion and Social Exclusion: A Study of North Indian Universities and Colleges” by Indian Council of Social Science Research (ICSSR), New Delhi to the tune of Rs.4.5 lacs.

d) Did a research on a film on September 2014 floods titled "September Himalayan Flood - (un)avoidable deluge, produced by the Centre.

Awards and Honours:

Did Research for the following award winning films produced by the Centre:

- **The Khatamband:** best film in Fine Art – Culture - (1995)
- **From Darkness to Light- Rishis of Kashmir:** best programme UGC Film Festival (1998).
- **Habkak – The Horseman:** Two Awards: Best Videography and Best Sound UGC Film Festival (1999)
- **Dal - Looking for Life:** Best Award , Ozone Green Awards UGC Video Competition (2000)
- **Ladakh - Waiting for Lama:** Best Camera Work awarded by UGC (2004)
- **Namdha – Artistic Flooring** (2004): State Award in Best documentary category 2009 organized by Jammu and Kashmir State Academy of Art, Culture and Languages.
- **Polo – A Legacy of Ancient Times:** Award for the Best Film in Sports UGC Video

Competition (2006)

- **Introduction to Floriculture – Tulips** Best education programme in UGC Video Competition (2006)
- **Global Warming – A Catastrophe in the Making:** Best Education programme of the year award UGC-CEC Educational Video Competition -2009
- **SECMOL – The School for Norphel:** Best Film Award in Education, in 2nd Edition of Woodpecker Film Festival & Forum at New Delhi (2014).

Workshops Attended:

- a) Attended workshop on “Education for All” from 20th – 22nd January, 1994, organized by State Resource Centre, University of Kashmir at Jammu University.
- b) Workshop on "Methods of Media Research" organised by CEMCA, IGNOU Chair & EMRC Hyderabad at Hyderabad in April 1999.
- c) Participated as a Resource Person and Expert for Workshop cum Consultancy to define research strategy for Gyan Darshan (– an educational cable channel), organized by Common Wealth Educational Media Centre for Asia (CEMCA); 5th to 7th September 2000 in New Delhi. The Plan of research, (Policy Paper) was also formulated.
- d) Workshop on "Gender issues in Kashmir" organised by Dept of sociology, University of Kashmir in 2000.
- e) Attended the workshop organized by UNESCO in collaboration with Indian Institute of Mass Communication (IIMC), New Delhi for developing Multimedia Training Manual on HIV and AIDS Reporting from 19th to 24th November, 2007.
- f) Attended a joint workshop for Vocational Education in Media and IT sector from 22–23 January 2008 at New Delhi organized by Media Lab Asia in collaboration with CEC-UGC.
- g) Participated in four workshops conducted by the Centre for the experts of BA, LLB, Sociology, Political Science for e-content development.
- h) Attended the Review Committee Meeting of CEC on 18 June 2013 at CEC, New Delhi
- i) Workshops on “Digital Photography” for DLL students in March 2013

j) Attended 5-days Training Workshop on “Research Methodology and Data Analysis” organized by CEC from 27-31 January 2016.

Workshops / Seminars Coordinated:

a) Worked as Assistant Coordinator for two online workshops on **capacity building for e- content development** organized by the centre for the teachers from 7th to 26th November 2005 and 4-27 April 2006. The workshops were conducted at CEC New Delhi and extended to EMMRC Srinagar through Edusat network.

b) Coordinator e- scripting course at EMMRC organized at New Delhi and extended to us through EDUSAT in which 23 students are participating(7th Aug- 21st Sept 2006).

c) Coordinated a Week-long Refresher Course for J&K Information Department for Information Officers, Camerapersons and Working Journalists from 23 February 2015 to 02 March 2015. 25 participants attended the Refresher Course.

c) Course Coordinator:

Photography” in January 2006

Workshop for the students of Media Education Research Centre on “Television Production” in February 2008

Workshop for the students of Media Education Research Centre on “Television Production” in February 2009

Workshops on “Video Production” for DLL students in March 2009

Workshop for the students of Directorate of Lifelong Learning on “Digital Workshop for the students of Directorate of Lifelong Learning on “Digital Photography” in March 2009

Workshop for the students of Media Education Research Centre on “Television Production” in February 2010

Workshop for the students of Directorate of Lifelong Learning on “Digital Photography” in February 2010

Workshop for the students of Media Education Research Centre on “Television Production” in February 2011

Workshop for the students of Media Education Research Centre on “Television Production” in February 2012

Workshop for the students of Directorate of Lifelong Learning on “Digital Photography” in March 2012

Workshops on “Video Production” for DLL students in March 2012

Coordinated Two Day National Seminar on “Television and New Communication Technologies - the changing paradigm of education” organized by EMMRC, University of Kashmir on 15 & 16 May 2012.

Coordinated 33 days e-course, on “Geo-Web Services-Technology and Applications” organized by EMMRC, University of Kashmir in collaboration with Indian Institute of Remote Sensing, Dehradun started from 11th February 2013. 40 candidates registered for the course.

Coordinated 15-Day Course on “Digital Photography” from 18 March to 09 April 2013 for the students of Directorate of Lifelong Learning (DLL), University of Kashmir.

Coordinated a series of **Live** Edusat lectures from 6 May to 10 May 2013 and from 11 November to 15 November 2013 as per the following:

- a) Prof. A.G. Madhosh, "Developing purpose in life and Emotional intelligence" on 6 and 7 May 2013.
- b) Prof. Mohammad Aslam, "Speaking English clearly and How to write accurately" on 8 and 9 May 2013.
- c) Dr. Sheikh Showkat Hussain, "Role of NGOs towards implementation of human rights" on 10 May 2013.
- d) Prof. Gul Mohammad Wani, "Corruption and Governance in Contemporary India: Issues and Policy Prescription" on 11 November 2013.
- e) Dr. Firdous Ali "Electoral Reforms (NOTA) - Part I" 12 November 2013.
- f) Prof. Mohammad Amin Sofi "Homomorphisms on R" on 13 November 2013.
- g) Dr. Firdous Ali "Electoral Reforms (NOTA) - Part II" on 15 November 2013.

h) Academic Coordinator of Virtual Classroom Operations at the Centre from 2006. The virtual classroom at EMMRC is linked through Edusat to more than 74 Virtual Classrooms located at different places in India. Virtual Classroom with two-way audio-video link is used for virtual teaching and learning activities. The following activities are conducted through Virtual Classroom operations:

- i) Lectures are received/delivered and the students and faculty of the University are benefited by these lectures, which involve a two-way real-time audio-video interaction through Edusat.
- ii) Lectures on Demand are being organized if a request is received from the different departments of University of Kashmir on any given subject. In 2007 - 71 Lectures were arranged, in 2008 – 23 lectures were arranged, in 2009 – 24 lectures were arranged.
- iii) Online Courses are being conducted periodically, till date the following courses were conducted and coordinated by the Academic Coordinator:
 - 6-week Online Training Workshop on Remote Sensing was conducted in virtual mode in collaboration with Indian Institute of Remote Sensing (IIRS), Dehradun from 29th January to April, 2007. 24 students attended. Three online courses viz. i) Marketing Communication and Salesmanship, ii) Digital Library and Information Science and iii) Editing for Films and Television was organized from 19th February to 5th April, 2007, 24th February to 17th April, 2007 and 26th February to 19th April, 2007 respectively. 48 students completed the courses.
 - e-Course on Script Writing for Film and Television” which started from 7th December, 2009. 16 students registered from this centre who completed the course.
 - The Worldwide e-course on “Editing for Films and Television” organized by CEC in collaboration with Media centres was conducted. 33 students participated in the course.
 - Organized 9th IIRS Outreach Program on Basics of Remote Sensing, GIS and GPS for two and a half month in collaboration with IIRS, Dehradun from 06th August to 17th October 2012. 40 students participated.
 - EMMRC, University of Kashmir in collaboration with Indian Institute of Remote Sensing, Dehradun started 33 days e-course, on “Geo-Web Services-Technology and Applications” from 11th February 2013. 40 candidates registered for the course.

11th IIRS Outreach Program on “Basics of RS, GIS & GNSS” (From 5th Aug, 2013 – 4th Nov, 2013). 32 students participated in the said course

Coordinated orientation programmes on “Development and Utilization of e-resources”, at:

- i) Govt. Degree College, Kargil on 25 September 2013 and Degree College Leh on 28 September 2013
- ii) Govt. College for Women, Nawa Kadal on 10 October 2013.
- iii) Govt. Degree College, Baramulla, on 31 October 2013.
- iv) Govt. Degree College, Kupwara, on 5 November 2013.
- v) Govt. Degree College, Anantnag, on 9 November 2013.

Coordinated 279 lectures through Virtual classroom – Edusat

Organized a 4-day Awareness programme for the students, scholars and the youth of Kashmir regarding defensive driving skills and behaviour modulation from 26-29 August 2015.

Organized and Coordinated a 5-day workshop on Video Editing for the students of Islamic University of Science and Technology, Awantipora from 30 Nov to 04 December at EMMRC, University of Kashmir.

Seminars Attended and Paper Presentations at Different Forums:

- a) Attended **national seminar on "Gender Discrimination"** jointly organised by Dept. of Sociology, University of Kashmir, UNICEF and J&K Govt 1996.
- b) Attended and presented a paper in national seminar on Urban Poverty at Guru Nank Dev University Amritsar 16-17th Feb. 2006.
- c) Attended Two-Day Convention on “Women in Dialogue- Envisioning the Road Ahead in J&K held at The Ashok, New Delhi from 5-6th August 2006
- d) Presented a paper on Deprivation of women in Labour Force at IMPA Srinagar on 5th June 2007
- e) Presented a paper on **Patterns of violence against women in conflict ridden societies with special reference to Kashmir** in national seminar on violence against women held at Jammu in Sept. 2007.

- f)** Presented a paper on “*ICT for Education in the era of Globalization*” in National Seminar on *Sociology-Meeting the Challenges of Globalization* conducted by Department of Sociology and Social Work, University of Kashmir from 13th – 14th Oct, 2008.
- g)** Presented a paper titled “Use of Internet by the Under-graduate Students of Kashmir Valley” in the 3rd International Convention on “Technology Enabled Learning for Tertiary Education in India” on 6th -7th August, 2009 at Devi Ahilya Vishwavidyalaya, Indore.
- h)** Attended All India Sociological Conference at University of Kashmir and presented a paper on “Technology for Education- Bridging or Widening the Digital Divide” in October, 2009.
- i)** Presented a paper on “Bridging the Digital Divide” in a National Seminar on “Web Resources in Social Science Research” conducted by Department Library and Information Science, University of Kashmir in collaboration with ICSSR on 15-17th March, 2010.
- j)** Attended All India Sociological Conference at Jawahar Lal Nehru, New Delhi and presented a paper on “Virtual Education – Present Scenario and Future Prospects” from 13th -16th December 2011.
- k)** Attended International Convention on “Virtual Education: Issues, Challenges and Prospects” organized by CEC on 24th and 25th February 2012 at Delhi.
- l)** Attended International Convention on “Virtual Education: Issues, Challenges and Prospects” organized by CEC on 24th and 25th February 2012 at Delhi.
- m)** Attended the 9th Asia Media Summit (AMS) from 26th – 30th May 2012 at Bangkok, Thailand.
- n)** Attended 06th Joint International Seminar of Indian Council of Social Science Research and National Research Council of Thailand on Globalization, Change and Emerging Imperatives: India and Thailand held on 28-29th September 2012 at the Department of Sociology, University of Kashmir and presented a paper titled, “Globalization: India’s ICT initiatives in Education”.

- o)** Delivered a lecture on “ICT and India’s response to changing paradigm of education” to the participants of 60th General Orientation Course on 08th January 2013 conducted by Academic Staff College, University of Kashmir.
- p)** Attended an International Conference (India-Canada International Conference) on Open and Flexible Distance Learning from February 20-22, 2013 at SNDT Women’s University, Mumbai. Also presented a paper on ‘New Communication Technologies - the Changing Paradigm of Education’.
- q)** Attended Asia Media Summit (AIMS) at Jeddah, Saudi Arabia on 3-8 May 2014 and presented a paper on “Relevance of Public Service Broadcasting in the age of Commercial Media’ at the Summit.
- r)** Attended 2-day Seminar cum Workshop for college Principals and Academic Administrators on Management, Development in Higher Education and acted as a Resource Person from 29 to 30 January 2013. Conducted a session on Virtual Education - Necessities and Possibilities in the said Workshop.
- s)** Attended XVII Conference on North West Indian Sociological Association (NWISA) at Jammu on 22 and 23 November 2013 and presented a paper on "Social Media and Family: Finding the Balance"
- t)** Delivered a lecture on ‘Overview of EMMRC with special reference to Digital India’ to the 30 Participants of UGC-Human Resource Development Centre, University of Kashmir on 18 February 2016.
- u)** Attended One-Day Workshop on Content Delivery on SWAYAM Platform by MHRD-UGC on 02 March 2017 at Vigyan Bhawan, New Delhi.
- v)** Delivered two lectures on “Content Analysis” to the participants of Refresher Course on ‘Research Methodology’ on 21st January, 2012 conducted by Academic Staff College, University of Kashmir.
- w)** Gave presentation to the participants of General Refresher Course conducted by Academic Staff College, University of Kashmir on 02nd February 2012 and delivered a lecture on “How EMMRC works and how they can contribute”.
- x)** Delivered a lectures on “Media Coverage of Developmental Issues: An Overview” to the participants of Refresher Course on 17th February 2012, conducted by Academic Staff College, University of Kashmir.

- y) Delivered a lecture on “Digital India: Role of Media Centres” to the participants of Orientation Course of Human Resource Development Centre, University of Kashmir on 03 December 2015.
- z) Delivered two lectures on “E-Resource Generation at Media Centres and the Role of Experts” to the Participants of Refresher Course of Human Resource Development Centre, University of Kashmir, on 18 December 2015.
- z) Participated in the Panel Discussion, Youth, Media and Regional Harmony in South Asia, on 19 March 2016 at UNESCO Madanjeet Singh Institute of Kashmir Studies, University of Kashmir.

Member on Various Committees:

- a) Member of Departmental Research Committee, Department of Sociology, University of Kashmir, since 2006.
- b) Attended the XI Plan Expert committee meeting on 21-22 May, 2009 at UGC, New Delhi to represent the Centre and discuss the proposal for 11th plan with the officials of UGC.
- c) Member of DRC, Media Education Research Centre since 2010-2012.
- d) Member of Committee for Students Amenities and Grievances constituted by University Administration for the year 2010.
- e) Nodal Officer for DIQA activities since 2006 to 2016.
- f) Registered Supervisor for Guiding M.Phil/Ph.D Scholars in Department of Sociology since 2006
- g) Attended Core Group Meeting at Indore from 10th August, 2010 to 14th August, 2010 to participate in the final Report writing of National Viewership Survey on UGC-CEC Vyas Channel. The four-member core group was constituted by the Director CEC.
- h) Nominated as external member for Board of Research Studies (BoRS) for Journalism and Mass Communication and attended a meeting there on 13 Oct 2017.
- i) Attended Academic Council Meeting at University of Kashmir on 01 -03-2018
- j) Attended a meeting a Central University of Kashmir for evaluation of Minor Research Projects as an expert on 20-03-2018

Other Activities:

- Incharge Director from June 2016
- Life Member of Indian Sociological Society
- Evaluator for different exams conducted by the University
- Participated in Prakriti Film festival (a non-competitive seminar-cum-film festival on Environment, Development and Human Rights) organized by CEC in collaboration with Tripura University, Agartala from 14-16 February 2011.
- Attended the Award Ceremony of the 21st UGC-CEC Educational Video Competition on 30th September 2011 at Mysore University, to receive best film award given to our film, “Global Warming – A Catastrophe in the Making”.
- Attended a one-day research meeting at CEC, New Delhi on 4th March, 2009 to formulate the plan of execution for National Viewership Survey on UGC-CEC Vyas Channel.
- Attended a meeting for National Channel Coordinators for SWAYAMPBHA DTH Channels on 04 July 2016 at New Delhi.
- Attended a meeting on 29 September 2016 at CEC, New Delhi.
- Attended the 2nd meeting of the SWAYAMPBHA DTH Channel Coordinators on 24 April 2017 at CEC, New Delhi.
- Attended the 3rd meeting of the SWAYAMPBHA DTH Channel Coordinators on 29 May 2017 at CEC, New Delhi.
- Attended the launching of SWAYAM Prabha by the Hon'ble President of India during the National Convention on Digital Initiatives in Higher Education on 09th July 2017.