

Dr. Anjuman Borah

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Personal Details:

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Academic Qualifications:

- Ph.D in Mass Communication & Journalism from Tezpur University, Tezpur
- M.A. Mass Communication & Journalism from Tezpur University, Tezpur
- B.A. in English (Hons) from Handique Girls' College under Gauhati University, Guwahati

Areas of Academic Interest: Media and Children, Children's Participation, Participatory Communication, Communication for Development, Advertising and Public Relations

Ph.D. Research on: Advocating Children's Participation: Case Study of Children's Media Initiatives in India

Work Experience:

- Worked as Academic Consultant in Mass Communication in Krishna Kanta Handique State Open University.
- Worked as English News Reader for DDK Guwahati.
- Worked as an Assistant Project Scientist for developing video course material in the Centre for Educational Technology (CET) in Indian Institute of Technology (IIT) Guwahati, for the National Programme on Technology Enhanced Learning (NPTEL), an MHRD project.
- Worked as part time faculty (Mass communication and journalism) in National Institute of Journalism and Mass Communication.
- Worked as Media Relations Executive in Systems & Services, a consultancy based in Guwahati.

- Worked as Staff Reporter and Script Writer for a Television News Magazine ‘Let’s Talk Business’ produced from Guwahati for PPC Northeast Doordarshan Guwahati (Dec.2001 – June 2002).
- Scripted and Produced a documentary series entitled ‘The Living Legends’ (two episodes) for DDK Shillong, under the Commissioned category, 2006.
- Scripted and Directed a documentary ‘The North-East – Opportunities Unlimited’ for Indian Chamber of Commerce and Ministry of DONER ; executive producer – Systems and Services, Guwahati.
- Scripted, Produced and directed a documentary series entitled ‘Arthanitir Sobolikorot Grammodityog’ (two episodes) for DDK Guwahati, under the Commissioned category, 2008.
- Research, script and voiceover for the Guwahati, Itanagar, Imphal and Kohima episodes of the documentary series ‘Destination Northeast’ and voiceover for TV reports for PPC Northeast Doordarshan Guwahati.

Other Experience:

- Served as associate warden of Pragjyotika Women’s Hostel, Tezpur University during 2016-18
- Served as associate warden of Dhansiri Women’s Hostel, Tezpur University during 2011-13
- Served as external Examiner for Viva-Voce test for BMC third year exam, 2011 at J B College Jorhat under Krishna Kanta Handique State Open University

Research Experience:

- Assistant Project Coordinator for ‘Tune in to Kids’ project funded by UNICEF for facilitating children’s voices in mainstream broadcast media in Assam during March 2011 –Feb 2012. (Completed for Rs. 2.72 lakhs)
- Associate Project coordinator for ‘Participatory Audio Video Experiment in Pedagogy and Practice’ project funded by UNICEF during June – Dec 2013. (Completed for Rs. 9.85 lakhs).
- Associate Project coordinator for ‘Participatory Media: Learning to listen to the unheard voices’ project funded by UNICEF for capacity building of media trainees during Sept-Nov 2012. (Completed for Rs. 5.48 lakhs)
- Associate Project coordinator for ‘Advancing Communication for Development as a strategy for Social Change in Assam and NE region – Phase II’ funded by UNICEF during 1st March 2017 to 31 December 2017 (Completed for Rs. 20.49 lakhs)
- Associate Project coordinator for ‘Advancing Communication for Development as a strategy for Social Change in Assam and NE region – Phase III’ funded by UNICEF during 15th May 2018 to 31 December 2018 (Completed for Rs. 11.10 lakhs)
- Project coordinator for ‘Advancing Communication for Development as a strategy for Social Change in Assam and NE region – Phase IV’ funded by UNICEF during 1st November 2019 to 31 December 2019 (Completed for Rs. 2.36 lakhs)

Workshops Organized:

- Organized a three day North East Youth Conclave on the theme 'Role of Youth in Contributing to a Culture of Peace and Non-violence' in collaboration with Gandhi Smriti and Darshan Samiti, New Delhi during 6-8 September 2019. A total of 150 participants from 18 institutions across North East India participated in the Conclave.
- Organized a week long Workshop on Photography and Audio-visual Production for students of MA C4D programme during 29 January – 16 February 2019. Resource Person – Rita Banerji, Director of Green Hub and Dusty Foot Productions.
- Organized a 5 day Workshop on Strategic Creative Thinking for Accelerating Social Change and Development for students of MA MCJ and MA C4D programmes during October 9-13, 2018. Resource Person – Mr. Sam Rufus, EPIC, New Delhi.
- Organized a Seminar and Workshop on Gandhian Philosophy and Peace Journalism in Collaboration with Gandhi Smriti and Darshan Samiti, New Delhi during 21-22 February, 2018
- Organized a 3 day Workshop on Women and Violence for students of MA C4D programme during August 20-31, 2016. Resource Persons – Dr. Monisha Behal and Ms. Sheetal Sharma, North East Network, Guwahati
- Organized a 3 day Workshop on Health Communication for students of MA C4D programme during 17-19 October 2016. Resource Person – Dr. Sanjeev Kumar, Communication for Development Consultant, Mumbai
- Organized a 3 day Workshop on Creative Thinking for students of MA MCJ programme during 1-3 November 2016. Resource Person – Mr. Sam Rufus, EPIC, New Delhi.
- Organized a 1 day Workshop on Development Communication for students of MA C4D programme on 4 November 2016. Resource Person – Mr. Sam Rufus, EPIC, New Delhi.
- Organized a 3 day Workshop on C4D's practical application in Development sector for students of MA C4D programme during 24-26 November 2016. Resource Person – Dr. Arbind Sinha, Shanti Business School
- Organized a series of workshops on enhancing creativity for the students of MCJ, TU during 23-28 September, 2013. Resource Person – Mr. Sam Rufus, EPIC, New Delhi.
- Organized a lecture on enhancing creativity in Higher Education titled 'GROWING FROM GOOD TO GREAT!' by Sam Rufus on 24 September, 2013
- Organized a four day workshop on Advertising and Public Relations for the students of the department of MCJ, TU during April 6-9, 2013. Resource Person – Prof. Jaishri Jethwaney, IIMC, New Delhi
- Organized a workshop on Participatory media for 3rd semester students of the department of MCJ, TU in collaboration with UNICEF, Assam during September 28-30, 2012
- Organized a workshop on video editing in the department of MCJ, TU during 01-03 February, 2010
- Member, organizing committee for National Workshop on creativity in Higher Education during 6-7 April, 2010

Workshops/ Training Programmes attended:

- Participated in a three day national Conference on Social and Behaviour Change Communication for North Eastern Region organized by Assam Don Bosco University in partnership with Department of Mass Communication and Journalism, Tezpur University and UNICEF from 8-10 August 2019
- Attended a One Day Workshop on Pedagogical Action Research organized by Teaching Learning Centre, Tezpur University on 18 June, 2019 under Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNMST) scheme of Ministry of HRD
- Attended a month long Induction Training of Faculty organized by Teaching Learning Centre, Tezpur University during June 6 to July 5, 2018 under Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNMST) scheme of Ministry of HRD
- Participated in a Two Week AICTE approved FDP on " Foundation Program in ICT For Education" conducted by IIT Bombay during 3 August to 7 September 2017 as a Massive Open and Online Course (MOOC) under the aegis of Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNMST) scheme of Ministry of HRD.
- Participated in a Two Week AICTE approved FDP on 'Pedagogy for Online and Blended Teaching-Learning Process' conducted by IIT Bombay during 14 September to 12 October 2017 as a Massive Open and Online Course (MOOC) under the aegis of Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNMST).
- Participated in a Six-Day Residential Training of Trainers Initiative on 'Facilitating Participatory Workshops' organized by the Department of Mass Communication & Journalism, Tezpur University during 23-28 February 2015 with support from UNICEF, Assam.
- Participated in a Two-Day Regional Workshop on 'Traditional Knowledge, Socio-Economic Development and Intellectual Property Rights' organized by the Tezpur University Intellectual Property Rights Cell, in collaboration with the Department of Cultural Studies, Tezpur University during 10-11 February, 2014.
- Participated in a One Week Faculty Development Programme on 'Participatory Communication' organized by the Department of Mass Communication & Journalism, Tezpur University during 5-11 August, 2013 with support from UNICEF, Assam.
- Participated in a One Week Professional Development Programme on 'Science Communication through Mass Media' organized by the Department of Mass Communication & Journalism, Tezpur University during 10-15 December 2012 with support from the National Council for Science and Technology Communication, New Delhi.
- Participated in the 'Capacity Building of Women managers in Higher Education' workshop organized by the Chandraprabha Saikiani Centre for Women's Studies, Tezpur University during 3-7 September 2012 with support from UGC.

- Participated in the We care Film Festival on disability issues organized by the Equal Opportunities Cell, Tezpur University during 17-18 February 2012 in collaboration with Brotherhood.
- Participated in a UGC Sponsored Refresher Course in Mass Communication (Multidisciplinary) organized by the Department of Mass Communication & Journalism, Tezpur University during 6-26 December, 2010.
- Participated in a Faculty Development Programme on 'SPSS' organized by the Department of Business Administration, Tezpur University during 15-16 December, 2009 in collaboration with SPSS South Asia Pvt. Ltd.

Conferences / Seminars with Papers:

- Presented a paper titled 'Balaknama – Stimulating Children's Participation, Empowering Children's Voices' at the National Level Conference on Communication for Social Change, Development and Empowerment in Rural India organized by School of Rural Management and School of Mass Communication, KIIT University, Bhubaneswar, during 4-5 December, 2017
- Presented a paper titled 'Human Rights in Communication Curriculum: A move towards creating Rights-sensitive Communication Professionals' at the National Seminar on COMMUNICATION EDUCATION 3.0 Synergizing Technology and Development organized by Dept. of Mass Communication & Journalism, Tezpur University during 25-26 March, 2017
- Presented a paper titled 'Communal Conflict in Bodoland: A Media Framing Analysis' at the International Seminar on Media Initiative for Peace and Communal Harmony in North East India organized by Dept. of Mass Communication, Assam University & Centre for Bangladesh studies, Assam University during 30-31 January, 2015
- Presented a paper titled 'Developing Media Literacy of Children and Young People: Experiences from the Field' at the National Seminar on Media Literacy in the Age of Convergence organized by Dept. of Mass Communication & Journalism, Tezpur University during 30-31 January, 2017
- Presented a paper titled 'Breaking the Glass Ceiling: How Women in Academic Leadership Negotiate Institutional Spaces to Reach the Top' at the XIV National Conference on Women's Studies during 4-7 February, 2014 organized by the Indian Association for Women's Studies at Gauhati University
- Presented a paper titled 'Children and Media: Status and Scope for Participation' at the North-eastern Regional Seminar on Child Rights and Media as part of CHIME 2013 Assam during 31 October- 1 November, 2013 organized by the Department of Journalism and Mass Communication, EFL University, Shillong Campus in partnership with UNICEF
- Presented a paper titled 'From Awareness to Empowerment: Transcending the Gap for Girls of Basfore Community' at the ICSSR sponsored National Seminar on Social and Economic Status of the Marginalised Communities in Brahmaputra Valley with s.r.t Scheduled Castes Groups during 27-28 September, 2013 organised by the Department of Sociology, Tezpur University
- Presented a paper titled 'Building the Nation's Children: Is the media not accountable?' at the national seminar on Media and Nation Building during 5-6 March 2013 organized by the Department of Mass Communication and Journalism, Tezpur University.

- Presented a paper titled ‘Participatory Audio Video Experiments: Explorations in Practice and Pedagogy’ presented at National Conference on Democratization of Communication held at Tecnia Institute, New Delhi on November 23, 2012
- Presented a paper titled, ‘Conservation of Economically Important Plants for Sustainable Development and Role of Media in this context’ at National Seminar on ‘Role of Corporate Social Responsibility in Economic Development North-East India’ at Tezpur College on 15th and 16th February, 2012
- Presented a paper titled ‘Gender Implications of Superstition: Strategizing alternative media for persuasion’ presented at ISCC, 2009 during 20th-24th December, 2009
- Presented a paper titled Communal Conflict in Bodoland: A media Framing Analysis at International seminar on ‘Media Initiative for Peace and Communal Harmony in North East India’ organized by Dept. of Mass Communication and Centre for Bangladesh Studies, Assam University Silchar during 30-31 January 2015 (With Joya Chakraborty and Muktikam Hazarika)
- Presented a paper titled ‘Participatory Strategies for realizing child rights: Revisiting the Moina Parijat experience’ at the IAMCR conference at Hyderabad during 15-19 July 2014. (With Joya Chakraborty)
- Presented a paper titled ‘Multi-ethnicity and inclusive development: An inquiry into the catalytic role of framing by media’ at the 2nd International Conference on Social Sciences organized at Faculty of Social Sciences, University of Kelaniya, Sri Lanka during 22-23 November, 2013. (With Joya Chakraborty and Muktikam Hazarika)
- Presented a paper titled ‘Crafting the Globalized Women: A Study on the Portrayal of Women in Indian Magazine Advertisements’ during an International Conference on Women Empowerment: Transforming lives, milestones and challenges, organized by the Department of Home Science, St. Bedes College, Shimla on 23-24 August, 2013. (With Joya Chakraborty)

Publications

- Borah A. Balaknama – Empowering Children’s Voices. In Nagaraj. K.V., Baruah, T.D and Hazarika, J (ed.), Media in India: Parallels and Paradoxes, 139-159. KKHSOU, Guwahati, 2019.
- Chakraborty J & Borah A. (2016). Media and Development: An Exploration into Practice and Pedagogy. In K. John Babu (ed.), Media and Communication for Development, 71-89. Dominant, New Delhi.
- Chakraborty J, Borah A, & Hazarika M. From Fractures to Frames: Conflict Reporting in Newspapers of Assam. *Global Media Journal*. 6 (1&2) (June 2015)
- Chakraborty J & Borah A. Children and Media: Status and Scope for Participation. Proceedings of regional seminar on Child Rights and Media during 31 Oct – 1 Nov, 2013, English and Foreign Languages University, Shillong. 2015. ISBN : 978-93-83403-07-3
- Begum I & Borah A. Portrayal of Women in Magazine Advertisements. In Bharali, Abanti Barua (ed.), Concerns and Voices: Essays on Gender and Society, 71-89. Cotton College Women’s Forum, Guwahati. (ISBN: 978-9381-069-7-59)
- Chakraborty J & Borah A. Witch hunting in Assam: Strategizing Alternative Media for Women Empowerment and Overcoming Superstition. *Journal of North East India Studies*. 3(2):15-24. (2013). (ISSN 2277-6869) Impact Factor 0.266

- Chakraborty J & Borah A. Participatory Audio Video Experiments: Explorations in Practice and Pedagogy. *Media Mimansa*. 6 (2-3): 58-65. (2013). (ISSN 229-5593)

Invited lectures

- Delivered a video lecture titled ‘Children and Media: Listening to the Unheard Voices’ in a Webinar Series organized by the Institute of Media Studies, Bhubaneswar from 26 May to 4 June 2020.
- Conducted a session ‘Application of ICT in Teaching Learning – Screencasting’ on 30 November 2018 at the Induction Training of Faculty organized by the Teaching Learning Centre, Tezpur University during 26 November – 26 December 2018 under the aegis of Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNTT) scheme of the Ministry of HRD.
- Conducted a Workshop on ‘Soft Skill Development’ at the Department of Education, Koliabor College on 4 May 2018 along with Dr. Joya Chakraborty,
- Conducted a ‘Children’s Media Workshop’ at Army Public School, Missamari on 15 November 2017 along with Dr. Joya Chakraborty, Mr. Muktikam Hazarika and Ms. Manaswini Mahanta
- Conducted a session ‘Communication Skills for NGO Professionals’ at a Training Programme on NGO Management organized by Maandal NGO, Harigaon, Tezpur on 6 February 2017

Self-learning/ E-learning materials developed

- Video Module titled ‘**Respecting and Responding to Children’s Communication Rights: Why and How?**’ for the Online Refresher Course on Mass Communication & Journalism offered by the National Resource Centre, Dept. of Mass Communication & Journalism, Tezpur University during 2018-19
- Video Module titled ‘**Role of Journalists in Reporting about Children’s Rights**’ for the Online Refresher Course on Mass Communication & Journalism offered by the National Resource Centre, Dept. of Mass Communication & Journalism, Tezpur University during 2018-19
- Module titled ‘**Traditional Media for Development Communication**’ for the **Traditional Folk Media** course of BAJMC programme of KKHSOU developed during September – December 2017
- Module titled ‘**News Agencies**’ for the **Journalism** course of BAJMC programme of KKHSOU developed during September – December 2017
- Module titled ‘**History of Television**’ for the **History of the Media** course of BAJMC programme of KKHSOU developed during September – December 2017
- Module titled ‘**Concept of News Writing**’ for the **Reporting for Print Media** course of PGJMC programme of KKHSOU developed during September – December 2017
- Module titled ‘**Structure of News**’ for the **Reporting for Print Media** course of PGJMC programme of KKHSOU developed during September – December 2017

- Module titled **‘Principles of Good Writing’** for the **Reporting for Print Media** course of PGJMC programme of KKHSOU developed during September – December 2017
- Module titled **‘Introduction to Public Relations’** for the **Advertising & Public Relations** course of MAMCJ programme of CODL-TU developed during March 2012
- Module titled **‘Media Relations’** for the **Advertising & Public Relations** course of MAMCJ programme of CODL-TU developed during March 2012
- Module titled **‘Corporate Affairs and Community Relations’** for the **Advertising & Public Relations** course of MAMCJ programme of CODL-TU developed during March 2012
- Module titled **‘Television’** for the **Electronic Media** course of DJMC programme of KKHSOU developed during January 2010
- Module titled **‘Editing and Design’** for the **Electronic Media** course of DJMC programme of KKHSOU developed during August 2010
- Module titled **‘News Agencies’** for the **Journalism** course of BMC programme of KKHSOU developed during August 2010