

Curriculum Vitae



Name: Subhrajyoti Kundu
Designation: Assistant Professor & Head,
Dept. of Mass Communication, &
Former Director, Centre for Studies in Local Languages and Cultures
University of North Bengal
Academic Qualification: MA in Mass Communication,
Presently perusing Ph.D. degree from University of Burdwan

Members of Learned Societies:

- General Secretary, The Communicators (Registered International Organization)
- General Secretary, Aikatan, Cultural Club, NBU
- President, Shrutisoily Creatives.
- Member, Siliguri Cine Society
- Member, Burdwan Chalachitra Charcha Kenda

Subject Specialization: Development Communication, Communication Studies

Area of Research Interest: Cultural Studies, Tagore and Discourse Analysis, Aesthetics

No. of PhD students: (a) Supervised: Nil (b) Ongoing: Nil.

No. of M.Phil. students: (a) Supervised: Nil (b) Ongoing: Nil.

No. of Publications: (a) Journal(s): 09 (b) Book: 05 (c) International Conferences: 11

(d) National Conferences: 10

Seminar/workshop Organized: 07

Professional and Administrative Experience:

- Full time Contractual at Department of Mass Communication, University of North Bengal from August 2009 to November 2012
- Assistant Professor in substantive post at Department of Mass Communication, University of North Bengal since November 2012
- Head, Department of Mass Communication, University of North Bengal (December 2016 to December 2019 and December 2021 till date)
- Director, Centre for Studies in Local Languages and Cultures (November 2018 to January 2020)
- NSS Programme Officer, Unit IV, University of North Bengal, since 2017
- Member, University Central Visiting Team for UG and PG Examinations.

- Member, Advisory Committee of the Computer Centre, University of North Bengal
- General Secretary, Aikatan, Cultural Club, University of North Bengal
- Member, Placement and Training Cell, University of North Bengal
- Member, Expert Committee, Centre for Women's Studies, University of North Bengal
- Course Coordinator, Department of Mass Communication, Darjeeling Hills University
- Coordinator, Subject Committee, Dept. of Journalism and Mass Communication, Sadhu Ram Chand Murmu University of Jhargram
- Member, PGBOS, Mass Communication, Coach Behar Panchanon Barma University
- Former Executive Council Member, University of North Bengal , 2017 – 2018
- Court Member, University of North Bengal since 2016
- Chairman, PGBOS, Department of Mass Communication, University of North Bengal, since 2016
- Chairman, Expert Committee for Under Graduate Studies, University of North Bengal, in Mass Communication and Journalism (Hons.), since 2012.
- Chairman, Expert Committee for Under Graduate Studies, University of North Bengal, in Mass Communication and Journalism (General), since 2012.
- Coordinator, Practical Examination, Under Graduate Studies, University of North Bengal, in Mass Communication and Journalism, since 2012.
- Head Examiner, Mass Communication and Journalism for the B.A. Part III (Hons) Examination since 2012
- Coordinator, Mass Communication and Journalism for the Career Oriented Programme (COP) in (a) Certificate, (b) Diploma and (c) Advanced Diploma since 2012
- Member, Human Rights for the Career Oriented Programme (COP) in (a) Certificate, (b) Diploma and (c) Advanced Diploma
- Member, Centre for Women Studies, University of North Bengal
- Paper Setter and Examiner, UG/PG/COP, Mass Communication, University of North Bengal.
- Invigilator in several competitive examinations such as NET, SET, MES, SIB, etc.
- Guest Faculty, Department of Library and Information Science, University of North Bengal in January- February 2012. Has conducted 8 classes of 1 hr duration each.
- Head Examiner , Under Graduate Examination (Part I), University of Gour Banga, in Mass Communication and Journalism
- Examiner, Under Graduate Examination (Part II), University of Gour Banga, in Mass Communication and Journalism
- Paper Setter, Under Graduate Examination, University of Gour Banga, in Mass Communication and Journalism

- External Practical Examiner, Centre for Journalism and Mass Communication, Viswa Bharati,
- External Examiner, Dept. of Mass Communication, Sikkim University
- External Examiner Under Graduate Examination, University of Burdwan, in Mass Communication and Journalism
- Paper Setter, Under Graduate Examination, University of Burdwan, in Mass Communication and Journalism
- Paper Setter, Under Graduate Examination, Kazi Nazrul University, in Mass Communication and Journalism
- Coordinator, Student Fresher's Programme, University of North Bengal, 2018
- Coordinator, Saraswati Puja, University of North Bengal, 2018
- Subject Expert and University Nominee, Assistant Professor (contractual) Recruitment, GyanJyoti College, Siliguri, February 2019
- Subject Expert and University Nominee, Selection Committee, Salesian College, Siliguri, June 22, 2021

Seminar/Conference/Workshops participation:

- Participated at the International Webinar on *Health Communication Research and COVID-19 Pandemic*, organized by Dept. of Mass Communication, University of Burdwan on November 28, 2021
- Participated at the International Webinar on *Media on Health – Facebook, Dr. Facui and Vaccine Resistors*, organized by Dept. of Mass Communication, University of Burdwan on November 10, 2021
- Participated at the International Webinar on *Theories and Pragmatic Interventions in Health Communication: A Review of the Field*, organized by Dept. of Mass Communication, University of Burdwan on October 30, 2021
- Participated at the National Webinar on *Health Awareness Among Rural Scheduled Class Community – Role of Television Program*, organized by Dept. of Mass Communication, University of Burdwan on October 22, 2021
- Participated at the National Webinar on *Role of Communication in COVID response: Recovery and Rebuilding*, organized by Dept. of Mass Communication, University of Burdwan on October 07, 2021
- Resource Person at the International Webinar on *Films of Bengal: Localism and Universality* Organized by Centre for Studies in Local Languages and Cultures, NBU on July 29, 2021,

- Delivered a special lecture on *Rabindranath Tagore through the Lens of Satyajit Ray: An Aesthetic Discourse* as the Key speaker at the International Lecture Series organized by Department of English, Sri. C. Achutha Menon Govt. College, Thrissur, Kerala.
- Participated at the Workshop on Dhimal Language (Bhasha Porichoy Series 1) Organized by Centre for Studies in Local Languages and Cultures, NBU on January 15 – 17, 2021
- Present a paper titled *Scope of Psychoanalysis of Tagore Songs in the Covid-19 Pandemic Scenario* on the International Webinar organized by the Dept. of Media Science & Journalism, Brainware University on *Covid may change, but not lessen opportunities in Media* held on 12.08.2020 & 14.08.2020.
- Present a paper titled *An Aesthetic Conflict Between Gender and Sexual Identity: An Observation on Tagore's Chitrangada* at the International Seminar on *Tagore and Gender* organized by Department of English, University of North Bengal, March 06 – 07, 2020
- Present a paper titled *Discourse Study from Mainstream Media to Alternative Form: A New Media Mapping from Historical Perspective* at the International Seminar on Understanding South Asia and South East Asia: A Historical Perspective Organized by Department of History, University of North Bengal on May 16-17, 2019
- Participated at National Conference on *Social and Behaviour Change Communication (SBCC) for the North East India* Organised by Assam Don Bosco University in partnership with Department of Mass Communication and Journalism, Tezpur University, and UNICEF on 8 -10 August 2019.
- Present a paper titled *Evolution of Women in Indian Advertisements : A Study from the Socio – Cultural Perspective* at the UGC sponsored National Seminar on Counter Cultures of Indian Women: From Myth to Contemporary Representations Organized by Southfield College, Darjeeling in collaboration with Centre for Studies in Local Languages and Cultures, NBU on March 18-19, 2019.
- Present a paper titled *Traits of Hindusthani Classical Melodies in Tagore's Songs – an Aesthetic approach to Indian Culture* at the International Seminar on Language, Culture and Society – Local and Global Perspective, Organized by Centre for Studies in Local Languages and Cultures, NBU on March 27-28, 2019.
- Present a paper titled *Media Representations of Archeological Sites and Objects – Understanding the Socio-Cultural Impact with Special Reference to North Bengal* Organized by AKHM Museum, NBU on March 12, 2019.
- Participated at The Active Citizen Workshop organized by British Council and Rajiv Gandhi National Youth Development, , Ministry of Youth Affair and Sports, GOI on July 15-19, 2017.

- Paper accepted and presented titled *Building Bridges among the South Asian Media Associations - The SAFMA Perspective* at the International Conference organised by the Department of Mass Communication, University of Burdwan in collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS) on 'Contemporary Media Scenario in South Asian Region', November 19-20, 2014
- Participated in the National Symposium on Managing The Global Business: The Road Ahead, organized Department of Management, University of North Bengal on February 01-02, 2014
- Participated in Media Consultation & Workshop: Addressing Eradication of Polio organized by UNICEF on March 15-18, 2010
- Presented a paper titled *The Impact of Internet in the Domain of Journalism* at National Seminar on Contemporary Issues and challenges of Modern Management organized Department of Management, University of North Bengal on March 9-10, 2011
- Presented a paper titled *Participatory Message Design to Cross the Last Mile* at the National Seminar on Globalization and Localization in Media – Trends and Prospects organized by Department of Mass Communication, University of North Bengal on March 26-27, 2010

Seminar/Conference/Workshops organized:

- Joint Convenor, International Webinar on *Conceptualizing Culture in India : Nation, Province and Locality*, Organized by Centre for Studies in Local Languages and Cultures, University of North Bengal on March 23-24, 2022
- Joint Convenor, Special Lecture on *International Women's Day*, organized by Dept. of Women's studies, University of North Bengal on March 08, 2022
- Webinar Coordinator, *Culture and Social relations*, Organized by Centre for Studies in Local Languages and Cultures, NBU on November 24, 2020.
- Workshop Director, *Tribal Languages of Dooars and Terai region of North Bengal* organized by Centre for Studies in Local Languages and Cultures, NBU on January 16 - 17, 2020.
- Seminar Director, International Seminar on *Language, Culture and Society – Local and Global Perspective*, Organized by Centre for Studies in Local Languages and Cultures, NBU on March 27-28, 2019.
- Seminar Director, National Seminar on *Bodo Dialect of North Bengal and Boro (Mech) Language Learning and Teaching*, Organized by Sahitya Akademi, Bodo Welfares'' Academy in collaboration with Centre for Studies in Local Languages and Cultures, NBU on March 23, 2019
- Organizing Secretary, National Seminar on *Globalization and Localization in Media – Trends and Prospects* organized by Department of Mass Communication University of North Bengal on 26 – 27 March, 2010

Publications:

- Paper titled Community Radio and Darjeeling District has been published in Global Media Journal - Indian Edition, University of Calcutta,
<http://www.caluniv.ac.in/Global%20mdia%20journal/Commentaries/subhrajyoti%20kundu.pdf> ,
ISSN 2249-5835
- Paper titled Usage of Logo for Corporate Image has been published in PR Communication Age, Vol. XIII No. 3, ISSN-0972-0650
- Paper titled Democratic Need of Right To Information Act In India has been published in Global Media Journal - Indian Edition, University of Calcutta,
<http://www.caluniv.ac.in/Global%20mdia%20journal/WINTER%202010%20COMMENTARIES/Commentaries%202.pdf>, ISSN 2249-5835

Upcoming:

- Usage of Rabindranath Tagore's songs in Satyajit Ray's selected Films : An Aesthetic Discourse. To be published in edited volume Relieving the Past vis-à-vis the Realities of the Present: Indian Experience

Books/ Journals/ Edited Volumes:

- Editor, *Bairati (2020- 2021)*, Journal of Centre for Studies in Local Languages and Cultures, NBU, Publisher: NBU Press, Status: at the press
- Editor, *Bairati (2018- 2019)*, Journal of Centre for Studies in Local Languages and Cultures, NBU, Publisher: NBU Press, Status: at the press
- Editor, *Bairati (2016- 2017)*, Journal of Centre for Studies in Local Languages and Cultures, NBU, Publisher: NBU Press, Status: at the press
- Editor, *Language, Culture and Society- Local and Global Perspective*, Publisher: NBU Press, Status: at the press
- Editor, *Tarai Ancholer Lokosanskriti*, Publisher: NBU Press Status: at the press

Projects:

- *Impact Assessment of the Jago Grahak Jago campaign through Post Offices*
Sponsored by the Ministry of Consumer Affairs, Food and Public Distribution
Sanction Order No.K-28/15/2021-Pub dated 05.08.2021
IIMC File No.IIMC/Res./JGJ/71/2021 dated: 28.06.2021
Designation: North Bengal Coordinator

- *Health Awareness Among Schedule Caste Community in Rural Bengal: An Analysis of Television Coverage*
A project under the impress scheme
File No. IMPRESS/P3631 /2018-19/ICSSR Dated: 8th July, 2019
Sanctioned Order: IMPRESS/P3631/475/2018-19/ICSSR Dated 19th September 2019
Indian Council of Social Science Research Deputy Director (Research)
Ministry of Human Resource Development, Aruna Asaf Ali Marg, New Delhi – 110067
Designation: North Bengal Coordinator

Other Activities:

- Delivered 3 hours of lecture at UGC-HRDC, NBU at 38th, 39th and 40th OP respectively.
- Delivered lecture on International Mother Language Day, organized by Centre for Studies in Local Languages and Cultures, NBU on February 21, 2021
- Speaker in the panel discussion titled *Role of Media in Nation Building*, organized by Dainik Jagaran, November 16, 2019
- Delivered a special lecture at Salesian College, Siliguri campus, July 30, 2019.
- Speaker in the talk show titled *Youth and Development in 21st Century*, organized by all India Radio, Siliguri on June 03, 2019
- Delivered lecture on International Mother Language Day, organized by Centre for Innovative Studies, NBU on February 21, 2019
- Delivered 3 hours of lecture at Short Term Course on Women Studies, Organized by Centre for Women Studies, NBU, January 10-17, 2019
- Speaker in the panel discussion titled *Media and its Impact on the Youth of Today*, organized by IIAS, Siliguri campus on November 30, 2018
- Master Facilitator, Active Citizen Workshop organized by University of North Bengal in collaboration with British Council and RGNIYD, January 11 – 15, 2018.
- Judge in the Digital India Workshop, organized by NSS, NBU in association with the Department of Electronics and Information Technology, Ministry of Communication and Information Technology, Government of India, November 08, 2016
- Judge in the Inter-School Debate Competition, held by Dowhill School, Kursiong, 2012
- Judge of the Inter-University Art Competition, NBU, 2012
- Speaker in the panel discussion titled *Reading Habits of Youths*, at North Bengal Book Fair, 2012

- Judge of the Short Film Festival DEPICTA, Jalpaiguri 2012.
- Participated in the FFSI-NFAI Film Appreciation Workshop in Regional Language, organized by Siliguri Cine Society in collaboration with Federation of Film societies of India and National Film Archive of India, September 02-04, 2011

Achievement and Awards:

- Burdwan University Gold Medal having been placed First in First Class in the M.A. Examination, 2008 in Mass Communication.
- Dasarathi Tah Gold Medal for having secured highest marks in Rural Communication paper in MA Examination, 2008 in Mass Communication, University of Burdwan.
- Chittaranjan Sengupta Smiti Puroshkar from Calcutta Journalist Club.
- 1st prize winner in the International Art Exhibit in senior category organized by Christian Children's Fund, Canada.
- 1st Class Senior Diploma in Painting from Bharatia Sangeet O Sanskriti Samsad, West Bengal.
- Certificate of Chitra Bhushan from Pracheen Kala Kendra, Chandigarh.
- 1st prize in Shrutinatak at the Inter College Cultural fest, Samhati, organized by University of Burdwan.
- Certificate of honor in Recitation from Kriya O Yubo Kalyan Bibhag, Govt. of West Bengal.
- Certificate of Social Service from Pratibandhi Kalyan Kendra, Hooghly.