

Teacher's Profile:

Name of the Teacher	SHASHI SUBBA
Age	33+
Gender	FEMALE
Academic Qualification	M.A
Professional Qualification	N/A
Awards and Recognitions	N/A
Designation	ASSISTAANT PROFESSOR
Date of joining the college	01-04-2014
Years of Teaching Experience	7 YEARS +
Administrative Experience	N/A
Professional Experience	N/A
Research work/project	UNIVERSITY GRANTS COMMISISION MINOR RESEARCH PROJECT ON "THE IMPACT ON ONLINE SHOPPING IN INDIAN CULTURE: A COMPARATIVE STUDY BETWEEN WESTERN AND INDIAN CULTURE IN SIKKIM" COMPLETED, UC YET TO BE SUBMITTED
Research Publications	<ol style="list-style-type: none"> 1) Paper published in the Book "Voice of Social Media in Democracy: An Anthology, Chapter 14, pp102-111, ISBN 978-81-7522-584-8, Editor: Dr. Mausumi Bhattacharya, Published on January, 2014, Publisher Dr.Ramkumar Mukhopadhyay, Director,Grantha Vibhaga 2) Title: Social Media and The Changing Trends of Celebrity COnccept and Culture in Journal "Celebrity and Media, August 2018, ISSN: 2395-597X, Published by Parbo Kagaj, Kolkata, Co Author : Mr. Saminur Rahaman. 3) Title: Post Structuralism , Book: Perspectives on Mass Communication Theory, Edited by Dr.Uma Shankar Pandey March 2019, ISBN: 978-81-936566-6-4,Published by Alpana Enterprise, Kolkata, , Co Author : Mr. Saminur Rahaman.
Seminars/Workshops/Certificate Courses/Professional Training Programmes/Webinars/E-Quiz attended	<p>WORKSHOP:</p> <ol style="list-style-type: none"> 1) Workshop on Protection of Women against Domestic Violence (PWDCA) 2005 for college/university Teacher" organized by National Institute of Public Cooperation and Child Development, Regional Centre, Guwahati on 24th-26th August 2015 <p>FACULTY DEVELOPMENT PROGRAMME:</p> <ol style="list-style-type: none"> 1) Two week online FDP on "Gendered Contours of the Pandemuc: Reinventing Public Policy and Leadership Transformation" Organized for Faculties in

University/College/Institution in Higher Education” jointly organized by P.G. Department of Gender Studies and Sarala Devi Centre for Gender Research, Rama Devi Women’s University In collaboration with Policy Centre and Gender Lab of Miranda House, University of Delhi from August 24-September 2020.

- 2) 3 Days Faculty Development Programme on National Education Policy(NEP),2020 Remoulding Academic Leaders, 20-22 January 2021, organized by the Department of Visual Media and Communication,Amrita School of arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi

PARTICIPATION:

- 1) Seminar on “Adventure Sports and Nature Study- Mountain for the millions” organized by Muralidhar Girls’ College, Kolkata in Collaboration with Indian Mountaineering Foundation (East Zone Committee) on 16th September, 2014
- 2) Seminar on Consumer Awareness & Protection, organized by Muralidhar Girls’ College, Kolkata in Collaboration with Consumer Affairs & Fair Business Practices Department on 11th November, 2014
- 3) Seminar on “Prevention and Control of HIV/AIDS, organized by Muralidhar Girls’ College, Kolkata in Collaboration with West Bengal State AIDS Prevention and Control Society on 18th November, 2014
- 4) UGC sponsored National Seminar on “The Importance of Swami Vivekananda, Indian Socio- Political and Legal aspects in the twenty-first century on 2nd-3rd December, 2014
- 5) UGC sponsored National workshop on “Media teaching”, organized by Vijaygarh Jyotish Ray College, department of Journalism and Mass Communication in collaboration with Rupali Publication dated 5th-7th December, 2015
- 6) UGC Sponsored State level seminar on “Empowerment of Women in Post Independent India” Organized by Muralidhar Girls’ College, department of Economics, History, Political science and Film Studies in collaboration with Vijaygarh Jyotish Ray Collge, Kolkata , dated 2nd February, 2016-09-10

- 7) UGC Sponsored State level seminar on “Panoptican Media from a Sociological and Psychological perspective ” Organized by Muralidhar Girls’ College, department of Journalism and Mass Communication, Sociology and psychology in collaboration with Asutosh College, Kolkata , dated 3rd February, 2016-09- 10
- 8) UGC Sponsored State level seminar on “Ethics in Epics” Organized by Muralidhar Girls’ College, Department of Philosophy in collaboration with Women’s Christian college ,Kolkata , dated 4th February, 2016-09-10
- 9) UGC Sponsored State level seminar on “Value Education through Rabindra Sangeet” Organized by Muralidhar Girls’ College, department of Education in collaboration with Netaji Nagar College, Kolkata , dated 5th February, 2016-09-10
- 10) UGC Sponsored State level seminar on “Sunderbans- the Endangered Ecosystem” ” Organized by Muralidhar Girls’ College, department of Botany and Geography in collaboration with Sivnath Shastri College ,Kolkata , dated 6th February, 2016-09-10

WEBINAR ATTENDED:

- 1) 22 May 2020 “Coronavirus Research Webinar” speaker: Vice Chancellor and Professor Richard Cornwall, Platform: Oxford University You tube Channel (Closed Channel), organized by Oxford Events Team, Time: 5.30 pm onwards.
- 2) Ministry of Human Resource Development, Government of India, New Delhi, National Assessment and Accreditation Council (NAAC), Bengaluru, Speaker: Union Human Resource Development Minister Dr. Ramesh Pokhriyal ‘Nishank’, Topic: Turn the Challenges to Opportunities: Covid-19 Pandemics and measures to combat by Higher Education of India’, Platform- Youtube, Date 27 May 2020.
- 3) 08 June 2020 at 4.00 pm Webinar on Dealing with Covid-19: Philosophical and Psychological Analysis, Organized by Counselling Cell of Basanti Devi College in Collaboration

	<p>with Muralidhar Girls' College, Speaker: Dr, Aparjita Mukhopadhyay, Department of Philisophy, Jadavpur Counselling, Dr. Subhrangshu Aditya, Psychological Counsellor, Faculty, Centre for Counselling Services and Studies in Self Developmet, Jadavpur University and Sahana Nag, Centre of Cognitivee Studies, Jadavpur University. Platform- Google Meet.</p> <p>4) 09 June 2020 at 11.00 pm Webinar on Pandemic in Indian Society: Pre-Covid and Post Covid Situation, Organized by Muralidhar Girls' College, IQACm Speaker: Prof- Ramanuj Ganguly, Professor of Society, St. Xaviers College, Prof. M. Mukherjee, Professor of Society, St. Xaviers College. Platform- Google Meet.</p> <p>5) 12 June 2020 at 11 am Webinar on Cyber Security Issues During Covid-19 Lockdown in India, Organized by The Women Study Centre, Bijoy Krishna Girls College, Howrah. Platform- Google Meet.</p> <p>6) 13 June 2020 at 11 am Webinar on Fake News Sydrome: Journalism at Stake, Organized by Loyala Degree College, Department of Mass Communication and Journalism, Platform – Zoom</p> <p>7) 17 June 2020 Weebinar On Data Journalism for Investigative Reporting, Organized By Department of Journalism and Mass Communication, Doaba College</p> <p>8) 17 -18 June 2020 International Seminar on Department of Mass Communication and Videograohy, Rabindra Bharati University</p> <p>9) 18 June 2020 International Webinar on Issues and Challenges of Business, Economics and Finance In Global Scenario in the present Context, Organized by Department of Commerce, Raigunj University</p> <p>10) 18 Jun2 2020 Webinar "Ground Heroes – The Truth Matters" organized by Sister Nivedita University, Department of Mass Communication and Journalism with ABP Education</p> <p>11) 19 June 2020 Bodhi Temple Online Sutra Class platform Google Meet</p> <p>12) 19 June 2020, International webinar on Tomorrow's Habit, Organized by Vijaygarh Jyotish Ray College, Department of</p>
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physiology, Economics and Science Innovation Centre of the College.

- 13) 4th July 2020 Webinar on Best Practices for Teaching Online From 3 pm -6 pm, Organized by Surendranath College for Women with ABP Education
- 14) Departmental meeting with sem-2 , 4 Hons and General and 3rd Year hons attended on 18, 19, 20,22 and 23 June 2020 respectively
- 15) Departmental Meeting for Webinar Organizing with Principal Mam attended on 17 and 19 June 2020
- 16) Department Webinar organized by department of Journalism and Mass Communication on 26 June 2020 (5.30 pm – 8.30 pm) and 27 June 2020 (4 pm to 7 pm) Shilpa Dasgupta and Swagata Majumder Bhattacharya, Chandrani Ray and Sayani Bose.
- 17) 23 June 2020 Webinar Pandemic 2020: Steps Towards Remedy, Organized By Seminar Subcommittee and The IQAC, Naraishna Dutt College.
- 18) 23 June 2020 Webinar on Indo China Border Issues: The Road Ahead” Adamas University
- 19) One day National Level Seminar on Women Empowerment in India , organized by IQAC, P.N. Das College in Collaboration with IQAC, Vijaygarh Jyotish Ray College. 1-.45 am – 2 pm
- 20) 5th July 2020 Webinar on “India after 100 days in Lockdown: Online education, Offline Chaos”, Organized by DHEE Cast, Speaker P. Sainath, Raman Magsayay award Winning Journalist and Founder Editor of People’s Archive of Rural India (PARI), 6 pm onwards
- 21) 11 July 2020 One Day National Level Webinar on “Philosophical Trends and Liberation” Organized by Department of Religion, Philosopgy and Sociology, The American College (Autonomous), Madurai, 10 – 12 noon, Speaker Dr. Lourdhunathan,Former Head- Department of Philosophy,Arul Ananthan College, Madurai, Centre for Philosophy, JNU, New Delhi
- 22) 11 July 2020 Webinar Series on Communication Researchers’ Meet (A weekly Series) @ 3 pm onwards

organized by Mirchak Mahajantola Education & welfare Society, Malda, WB, Vidyarthi Manch, Howrah (WB), Ulgulan Foundation, Maharashtra & Shehnai Vadak Ustad Bismillah Khan Trust, Bihar

- 23) 14th July 2020 Webinar on Data Journalism to Bridge the information Asymmetry” organized by Committee on Co Data International Science Council@ 6.30 pm onwards
- 24) 15th July 2020 Webinar on Mapping Infodemic Covid-19 & Beyond, Department of Journalism and Mass Communication, THK Jain College, Cossipore, Kolkata, 4 pm onwards.
- 25) 16th July 2020, Webinar “Content is King”, Sub theme “ Significance of Content in PR” organized by NSHM, Speaker Rith Basu
- 26) 16th July 2020, Webinar “Content is King”, Sub theme “ Importance of Print and Electronic Media” organized by NSHM, Speaker Jayanta Ghosal
- 27) 17th July 2020, Webinar “Content is King”, Sub theme “ Content Packaging helps but is short lived” organized by NSHM, Speaker Kankana Chakraborty
- 28) 18th July 2020, Communication Researcher’s Meet “ A weekly Meet Series
- 29) 18th July 2020 Webinar Series Covering Covid-19 in South Asia Experience from South Asia, Department of Journalism and Mass Communication, Organized Aliah University, Kolkata
- 30) 19th July 2020, DHEE Cast “Trajectory of Labour in the Media Sector, Speaker Biswajit Das
- 31) 20th July 2020, Webinar “Content is King”, Sub theme “16th July 2020, Webinar “Content is King”, Sub theme “ Significance of Content in PR” organized by NSHM,” organized by NSHM, Speaker Zinia Sen
- 32) 18 July 2020 National Level webinar on Intellectual Property Right, organized by IQAC, Tara Devi Harakh Kankaria Jain College @ 10 am onwards
- 33) 20 & 21 July 2020, Two Day national Level Virtual Conferene on Darjeeling Hills in the Era of Covid-19 Aspects of Society,

	<p>Polity and Economy @ 11- 12.30 pm, organized by Southfield College, Darjeeling.</p> <p>34) National Level webinar organized by The Department of Journalism and Mass Communication, Muralidhar Girls' College on "The Scenario of Media in the Covid Eta and New Normal Situation, 20th July 2020</p> <p>35) 22 August 2020, Online workshop "Exploring Online Data Bases with special emphasis on National Digital Library of India for College & University Students – Research Scholars-Teachers" Organized by General Library Committe, Muralidhar Girls' College,11 am</p> <p>36) 21 August 2020, National Webinar series on "Combating Misinformation during Pandemic in the age of Social Media" Organized by Department of Journalism and Mass Communication, Vivekananda College, Thakurpukur,4.30 pm, Googlet Meet</p> <p>37) 21 August 2020 ,"Dissemination of News by Government Media and Private Media during Covid-19 Pandemic'Organized by Government of India, Press Information Bureau, Chucchuria, 11am ,</p> <p>38) 25 August 2020, SDM College (Auto),Kannada, Department of Mass Communication and Journalism organise "Fact Checking Workshop" in Collaboration with Google News Initiative, 10-12 pm</p> <p>39) 28 August 2020, International Webinar on "Leveraging Platforms, Pots and Posters: Breakthrough in Communication for Social Change" Organized by Department of Journalism and Mass Communication, Vivekananda College, Thakurpukur, 8 pm, Google Meet.</p> <p>40) 01 September 2020, National PG College webinar on "New Education Plocy 2020 and Digital Initiative",11 am , Google Meet</p> <p>41) 4 October,2020 State Level Webinar on "leave Rules and Health Schemes for College Teachers in West Bengal, organized by the Panihati Mahavidyalaya,7-9 pm, Google</p>
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	<p>Meet</p> <p>42) 27 September 2020 “NAAC Supported One Day National Webinar on “Quality Assurance in Higher Education in the context of New Education Policy, organized by Bankura Zilla Saradamani Mahilamahavidyapith, Nutanchati Bankura in Collaboration with Basanti deviCollege, Kolkata, 10.30 pm</p> <p>43) 15th Two Week Online Refresher Course in “Human Rights and Social Inclusion” by UGC_HRDC, Jamia Millia Islamia, New Delhi” from 7th September- 19th September,2020 ,2020</p>
<p>Papers Presented</p>	<p>1) Paper presented on the title “The affect of cronyism in youngster psychology, a reality check” in the International seminar held on “Crony Journalism: Redefining Journalistic Practices ” organized by Centre for Journalism and Mass Communication, Visva- Bharati, Santiniketan, India in association with Indian Council of Social Science Research,New Delhi, India on 18th-19th January, 2014</p> <p>2) Paper presented on the title “Does Social media really Portrays democracys as a New Voice?-An answer that we all seek” in the Seminar on “Role of Social Media: A new voice in Democracy” organized by Visva Bharati,santiniketan,centre for Journalism and Mass Communication in collaboration with Friedricj Ebert Stiftung (FES) Germany, dated 28th-29th September, 2013</p> <p>3) Paper presented on the title “The affect of Television and New Media in Youngster Behavior and Psychology” in the National Seminar held on “Gender and Democracy in NorthEast India” organized by Department of Political Science, Gauhati University, India with partial Assistance from Indian Council of Social Science Research, New Delhi, India on 4th5th March, 2014</p> <p>4) Paper presented on the title “The new path of Media: From network Literacy to convergence, change and Consciousness” in the National Seminar held on “Role of Social Media in democratisation/ pluralisation of media” organized by Centre for Journalism and Mass on 7-8th April, 2014</p>

	<p>5) Paper Presented on the title “Reality or Myth: Change is Constant” in International conference of International Association for Media and Communication Research, Regional Conference, organized by Surrendranath College for women, department of Journalism and Mass Communication, dated 18th January,2016</p> <p>6) Paper Presented on the title “COVID-19 Impact on Media Industry: Emerging Trends and the Reversal of Trends” in the International Webinar on “Changing Dimensions of a Work and Employment Relations: Emerging Paradigm” 29-30 September 2020, Organized by Department of Business Administration (Human Resource), The University of Burdwan, India. Co Author : Mr. Saminur Rahaman</p> <p>7) Paper presented on “Media and Gender” in the Faculty Development Course, on “Gendered Contours of the Pandemic: Reinventing Public Policy and Leadership Transformation” Organized for Faculties in University/College/Institution in Higher Education” jointly organized by P.G. Department of Gender Studies and Sarala Devi Centre for Gender Research, Rama Devi Women's University In collaboration with Policy Centre and Gender Lab of Miranda House, University of Delhi from August 24-September 2020.</p>
Methods followed in classroom teaching	TRADITIONAL FORM OF LECTURES, DISCUSSION, MICRO TEACHING, PROJECT, PRESENTATION
Any innovative ideas introduced to improve teaching learning	USE OF ICT
Academic and personal guidance and counseling of the students	AS PER THE REQUIREMENT