

Dr. John Babu Koyye PhD

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John K. Babu

Assistant Professor
Department of Convergent Journalism
Central University of Kashmir, Srinagar

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EDUCATION

[Andhra University, Visakhapatnam, Andhra Pradesh](#)

PhD (Radio broadcasting in Education) January, 2010

MJMC (Journalism & Mass Communication) 1995 First Class

MA (Philosophy) Private Studies, 1995, First Class

MA (Religious Studies) 1994, First Class, Gold Medal

PGDL (Linguistics) Evening Course, 1995

B Ed (Teacher Education) DNR Collage of Education, 1991

BA (Social Work Economics, Politics) DNR College 1986, First class

BA (English Literature) 2005 Distance Education, AOU, Hyd.

QUALIFIED

SLET Exam (Recognized by UGC), November 1998

TEACHING EXPERIENCE

[Assistant Professor | Acharya Nagarjuna University](#)

10 August 2010 to 9-06-2013

[Assistant Professor | Central University of Kashmir](#)

10 June 2013 to till to date

MEDIA EXPERIENCE

Investigator (Part-time) in Audience Research Unit, All India Radio Visakhapatnam and worked in *Eenadu* Telugu Daily Newspaper, Visakhapatnam.

SPECIALIZATION SUBJECTS

1. Communication for Development (C4D), 2. Human Rights and media, 3. Cultural Communication and Traditional Media. (*Puppet show Training, Manipulation and workshops (Trained at Center for Cultural Resources and Training (CCRT), New Delhi, 2005)*)

RESEARCH FIELD

Communication for Development

ACADEMIC ACHIEVEMENTS AND MEMBERSHIP

Founder, Producer, Chief-Editor

International Journal of Communication and Social Research (IJCSR)
From Srinagar (J&K) 2013, ISSN 2319-605X

Member: Editorial Board in International Journal of Multidisciplinary Educational Research (IJMER), Visakhapatnam, ISSN 227-881.

Member: International Association of Mass media Communication and Research (IAMCR).

Member: Board of Studies, Department of Convergent Journalism, School of Media Studies, Central University of Kashmir

Member: Innovative Club, Placement cell, Central University of Kashmir

PUBLICATIONS: 25

Books

1. John Babu. K. (2010). '*Role of Radio in Primary School Children*'
Kanishka Publications: New Delhi, (ISBN: 978-81-8457-216-2)

Research Articles/Papers in Journals

2. John Babu K. (2015 March). Gandhi's Persuasive Communication and Ideal Journalism *Geetham Journal of Gandhian Studies* Vol. 3 No 2, New Delhi: DK Print world
3. John K. Babu (2015 January-March). "Is it curtains for Bandh Pather?" *Vidura* Vol. 7 (1) PP 38-39, A Journal of the press institute of India: Chennai (ISSN 0042-5303)
4. John K. Babu (2014 July-September). "Is press freedom a distant dream in Kashmir?" *Vidura* Vol. 6 (3) A Journal of the press institute of India: Chennai (ISSN 0042-5303)
5. John Babu, K. (2014 July). "What kind of news that drive media

- discourse in Kashmir: A content analysis of regional newspapers” *International Journal of Communication and Social Research* Vol: 2 (2): Srinagar ISSN No: 2319-605X
6. John Babu, K. (2014 January). “Social Media usage among University Students: A Study in Acharya Nagarjuna University, India” *International Journal of Communication and Social Research* Vol: 2 (1): Srinagar ISSN No: 2319-605X
 7. John Babu, K. (2013 December). “Women empowerment in Indian media: An analysis” *Wisdom International Journal* Vol:1 (1):Dept. of Philosophy, Andhra University, Visakhapatnam, (ISSN No:2321-1555)
 8. John Babu, K. (2013 July). “Television programmes on girl child: An analysis of Telugu news channels” *International Journal of Communication and Social Research* Vol:1 (1): Srinagar ISSN No: 2319-605X
 9. John Babu, K. (2012 August). “Ethics and Mass Media: A Philosophical Perspective” *International Journal of Multidisciplinary Educational Research* (IJMER), Vol 1 (3), Visakhapatnam, ISSN: 227-881.
 10. John Babu, K. (2012 March). “Children and women with HIV: A study on role of Traditional Media Puppetry in creating Awareness in Visakhapatnam District, AP” *International Journal of Multidisciplinary Educational Research* (IJMER), Vol 1 (2), Visakhapatnam, ISSN: 227-881.
 11. John Babu, K. (2010 July–September). "Evaluation research: An overview" *Media Mimansa*, Vol. 4 (1), A Journal of Communication Research, Makhanlal Chaturvedi National University of Journalism & Communication: Bhopal. ISSN: 2229-5593, with Prof. DVR Murthy.
 12. John Babu, K. (2010 July–September). "Mulyankan Sodhe: Eke Simhavalokan" *Samachar sodhe*, Vol. 4 (1) A Journal of Communication Research, (Hindi), Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal. ISSN: 2229-5593, with Prof. DVR Murthy.
 13. John Babu, K. (2010 July–September). “Faith and truth: A philosophical and critical study of Christian religion” *The Spiritual Leader* Vol:2 (2): Lucknow, ISSN:2277-1751
 14. John Babu, K. (2005 July-December). "An evaluative study on the

effectiveness of 'Vindham Nerchukundam a radio programme for upper primary school" *Communicator* Vol. xxxx (2), A journal of Indian Institute of Mass Communication: New Delhi.

Chapters in Edited Book

15. John Babu, K. (2014). "Media ethics and standard formulas in Journalism, in K. Victor Babu (Ed.) *Emerging Trends in Philosophy* (pp:11-27), Sucharita Publications: Visakhapatnam, ISBN: 978-93-83729-23-4
16. John Babu, K. (2013). "Mass media and Inclusive growth of Dalits in India" in P. Subba Rao and B. Siva Rama Krishna (Ed.) *Social Exclusion and Inclusive growth* (pp: 24-46), Ambala: The Associated Publishers, ISBN: 978-81-8429-090-5.
17. John Babu, K. (2012). "Technological Development and Changing Ethics in Print Media" in T. Shyam Swarop (Ed.) *New Media Technology and Society*, (pp: 43-49), Hyderabad: Paramunt Publishing House, ISBN: 978-93-82163-64-0.
18. John Babu, K. (2009). "Adult education through radio broadcasting: An evolving strategy of extending services of universities in XI five years plan" in Y. Bhaskaracharyulu, (Ed.) *Adult education*, (pp: 223-230), New Delhi: APH Publishing Corporation, ISBN: 313-0534-8.
19. John Babu, K. (2009). "Mass media: Educating rural areas" in Y Bhaskaracharyulu (Ed.) *Education for sustainable livelihoods in rural areas* (pp: 202-208), New Delhi: Sarup Book Publishers Pvt.Ltd. ISBN: 978-81-625-942-2.
20. John Babu, K. (2007). "Media and Communicational Technology in Teaching Education" in K. P. Subba Rao, (Ed.) *Teacher Education and Global Trends*, (pp: 139) Visakhapatnam: Bharani Printers.

PUBLICATIONS UNDER PIPELINE

21. Accepted for publication "*Press coverage on human rights issues in Kashmir: A content analysis of two regional newspapers*" *Media Mimansa*, Vol. 4 (1), A Journal of Communication Research, Makhanlal Chaturvedi National University of Journalism & Communication: Bhopal. ISSN: 2229-5593
22. Accepted for publication "*Role of Public Relation Center in universities: A case of Kashmir Valley*" in Prof. Sardana (Ed.) *Public Relations and Practices* to be published

23. Accepted for publication “Kisan vani radio farm programme: An evaluative study in Kurnool district, Andhra Pradesh, Agriculture ***Agricultural innovations and mass media approaches*** Edited by G. Anita, to be published by Kanishka Publisher.
24. Accepted for publication “Dr. B.R Ambedkar and Education: Relevance to contemporary society” ***Ambedkar and Education*** Edited by Dr. Murali.
25. Accepted book for publication “***Media and Human Rights in India***” by dominant Publishers, New Delhi.

Columns & articles in newspapers: 4

1. John Babu Koyye. (2015 January 2). ‘Seethakalamlo Kashmiryanam’ ***Sakshi***, Telugu Daily Newspaper, Andhra Pradesh and Telangana
2. John Babu Koyye. (2014 September 21). ‘History repeats, Lesions not learnt’ ***Hans India***, Hyderabad, Telangana
3. John Babu, K. (2014, August 24). In conversation with Dr. John K. Babu, an interview published in ***Kashmir Outlook***, an online magazine, publishing from Srinagar, Kashmir, J&K
4. John Babu, K. (2013, December 21). ‘My encounter with Kashmir’, ***Rising Kashmir***: Srinagar J&K

Translation

- John Babu, K. (2010). ***Nazarene Israel***, (Ed.) Norman B. Willies: Zion publishing house, Vijayawada, From American English to Telugu language

CONFERENCES/ SEMINARS AND WORKSHOPS/TRAININGS: 48

International

1. Presented a paper “***What kind of news that drive media discourse in Kashmir? A content analysis of regional newspapers***” in International conference on ‘Region as Frame: Politics, Presence, Practice’ organized by IAMCR-2014 in collaboration with UoH and IFLU at Hyderabad on July 15-19, 2014.
2. Presented a paper “***Gender justice and Mass media: An analysis on television new channels in India***” in International conference on ‘Gender justice: A way forward’ organized by the School of legal studies, Central University of Kashmir at Srinagar on October 23-

24, 2013.

3. Presented a paper ***“Coverage of News Stories on Dalit Issues in Print Media: A Content Analysis of four dailies”*** in International conference on ‘Exploring the Cultural and Literary Nationalism of Fourth World (Natives/Aboriginals/Dalits)’ organized by the Dept. of English, ANU at Guntur AP on December 14-16, 2012.
4. Present a paper ***“Mahatma Gandhi: A Mass Communicator and Journalist”*** in International conference on ‘Gandhirama-2012’ organized by the Indian Council of Philosophical Research, (ICPR) at JNU New Delhi, on August 17-22, 2012.
5. Presented a paper ***“Communication channels in eradication of poverty and participatory development in India”*** in an International conference held on ‘Communication channels in eradication of poverty and participatory development in India’ organized by the Center for Scientific Socialism, Acharya Nagarjuna University at Guntur, On August 17-20, 2011.
6. Present a paper ***“Degrading ethical values of Media: A philosophical dimension”*** in an International conference held on ‘First Asia Philosophy Congress’ organized by the Indian Council of Philosophical Research, (ICPR) at JNU, New Delhi, on March 3-6 2010.
7. Present a paper ***“Media Ethics: A philosophical view in the context of emerging global society”*** in an International conference held on ‘Interim World Philosophy Congress (IWPC) 81st session’ by the ‘Indian Philosophical Congress’ at Delhi University, New Delhi, on December 15-20, 2006.
8. Participated in International conference conducted on ***“Building Community-Shaping Change: The Role of Community, Citizen and Alternative Media in Regional Transformation”*** A Pre-conference by the Community Communication Section of the IAMCR & UNESCO Chair for Community Media, University of Hyderabad in collaboration with CEMCA, AMARC, UNESCO, Ideosync and Ford Foundation on July 13-14, 2014 .

National level

9. Valedictory address and Presented a paper ***“Invisible women entrepreneurship in India and media attention”*** on ‘Women entrepreneurship in India: Status and Imperatives’ by the Dept. of

Commerce, SKSD Mahila Kalashala (UG&PG women's college)
Tanuku, Andhra Pradesh, on February 15-16, 2015.

10. Presented a paper ***"Development' as represented in Kashmir: A Content Analysis of selected newspapers"*** on 'the power of communication: The media, Public space and participatory democracy' by the Indian Institute of Advanced Studies (IIAS) at Shimla, Himachal Pradesh, on October 13-14, 2014.
11. Presented a paper ***"Role of Public Relation Centers in Universities: A case study of Kashmir Valley"*** on 'The Changing Dimensions of Public Relations' by the Dept. of Journalism and Mass Communications, ANU at Guntur AP on March 3-4, 2014.
12. Presented a paper ***"Success of Telugu news channels: A Study on Gender Sensitive Programmes"*** on 'News Channels: Morality and Reality' organized by the Dept. of Journalism and Mass Communication, Telugu University at Hyderabad, AP on April 7-8, 2013.
13. Presented a paper ***"Media Dichotomy: A Case study of Talwar and Nirbhaya cases"*** on 'Dimensions of Violence against Women' by the Centre for women's Studies, ANU at Guntur AP on March 25-26, 2013.
14. Presented a paper ***"Radio lessons for the development of Tribal school students: An experimental study in Paderu, Visakhapatnam District"*** on 'Sustainable Development of Scheduled Tribals in India- Some perspectives' by DNR College (Degree and PG) at Bhimavaram, WG Dist. AP on March 20, 2013.
15. Presented a paper ***"Right Speech: Masses and Communication"*** on 'Buddhism and its impact on other issues' by the Center for Mahayana Buddhism, ANU at Guntur AP on February 8-9, 2013.
16. Presented a paper ***"Traditional Media in Voluntary Action: A case study of NGO in creating Awareness on AIDS"*** on 'Voluntary Action in India: Problems and Prospects' by the Dept. of Rural Development, ANU, at Guntur AP on December 10-11, 2011.
17. Presented a paper ***"Dr. B. R Ambedkar and his Speeches on Education"*** on 'Dr. B.R Ambadkar on Education' by the Dr. Ambedkar Chair, ANU, at Guntur December 3-4, 2012.
18. Presented a paper ***"Radio Farm Programme "Kisan Vani": An***

- evaluation study in Kurnool Dist, AP* on 'Agricultural Innovations and Mass Media Approaches' by the Dept. of Journalism and Mass Communication, ANU at Guntur November 29-30, 2012.
19. Presented a paper "***Agricultural Development News: A Content Analysis of four dailies***" on 'Agricultural Innovations and Mass Media Approaches' by the Dept. of Journalism and Mass Communication, ANU at Guntur on November 29-30, 2012.
 20. Presented a paper "***Women Empowerment in Indian Mass Media: A Case Study***" on 'Challenges in Human Resources Management' by the Dept. of MHRM, ANU at Guntur on October 18-19, 2012.
 21. Presented a paper "***Dr. BR Ambedkar's vision for the empowerment of women in India***" on 'Dr. BR Ambedkar-Empowerment of women in India' by the Centre for Dr. Ambdkar Chair, ANU at Guntur on March 29-30, 2012.
 22. Presented a paper "***Communication and Conflict Resolution***" on 'Impact of Buddhism and Jainism on Gandhian Thought' by the Centre for Gandhian Studies, ANU at Guntur on March 26-27, 2012.
 23. Presented a paper "***Technological Development and changing Ethics in Print Media***" on 'Media, Technology and Society-Interface and Implications' by the Dept. of Communication and Journalism, Yogi Vemana University at Cudapa AP on March 26, 2012.
 24. Presented a paper "***Children with HIV: Role of Traditional Media Puppetry in Visakhapatnam Dist, AP***" on 'Child protection concerns and challenges' by the Center for Study of Social Exclusion and Inclusive Policy, AU, Visakhapatnam on Mar 16-17, 2012.
 25. Presented a paper "***Television's role in the culture of violence toward women: A study on TV serials viewing India***" on 'Violence against Women: Combating and Coping Strategies' by the Dr. Durgabai Deshmukh Centre for Women's Studies, AU at Visakhapatnam on March 8-9, 2012.
 26. Presented a paper "***Dr. B. R. Ambakar: A leading light on women rights***" on 'Dr. B. R. Ambadkar's Philosophy of Human Rights: Perspectives on Women' by Dr. Durgabai Deshmukh Centre for Women's Studies, AU at Visakhapatnam on December, 13, 2011.
 27. Presented a paper "***Ethics in Advertisements: Role of Mass Media***"

- on 'Ethics in Advertisements' by the Dept. of Commerce, SKSD Degree & PG College at Tanuku WG Dist AP on Sep 29-30, 2011.
28. Presented a paper "***Interpersonal communication in the teaching of Buddha***" on 'Social Dimensions of Buddhism' by the Centre for Mahayana Buddhist Studies ANU at Guntur AP, on Sept 16-17, 2011.
 29. Presented a paper "***Mass Media role in eradication of child Labor***" on 'Child Rights-A Human Rights Perspective' by Dr. BR Ambedkar College of Law, AU at Visakhapatnam on March 27, 2011.
 30. Presented a paper "***The role of Mass Media in development of Dalits: A strategy for inclusive Growth***" on 'Social Exclusion and Approaches for Inclusive Growth' by the Center for Study of Social Exclusion and Inclusive Policy, at AU Visakhapatnam on March 24-25, 2011.
 31. Presented a paper "***Print Media and Ambedkar's Secular Ideology***" on 'Dr. B.R. Ambedkar and Secularism' by the Center for Ambedkar Chair, ANU at Guntur on March 23-24, 2011.
 32. Presented a paper "***Media Ethics: An essential need to revive***" on 'Media Trends & Ethics -211' by the Dept. of Journalism, Krishna University & Press Academy AP at Machilipatnam AP, on March 20-21, 2011.
 33. Presented a paper "***Role of electronic Media in Teacher Education***" on 'Pioneering Trends in Teacher Education' by the Dept. of Education, Acharya Nagarjuna University at Guntur on March 20-21, 2011.
 34. Presented a paper "***Mass Media: Educating in rural areas***" on 'Education & Sustainable Livelihoods in Rural Areas' by Adult Education, AU & South Indian Regional Committee, AICMED at Visakhapatnam AP on Jan 7-9, 2007.
 35. Presented a paper "***Media and communication technology in teacher education***" on 'Teacher education and global trends' by the Dept. of Education, AU at Visakhapatnam on Dec 29-30, 2006.
 36. Presented a paper "***Adult education through radio broadcasting: An evolving strategy***" on 'Evolving strategies for extension services of universities in 11th 5year plan' by the Dept. of Adult &

Continuing Education, AU at Visakhapatnam on Oct 7-8, 2006.

37. Presented a paper "***What is the original name of God in the Bible?***" on 'Relevance of Philosophy in 21century' by the Dept. of Philosophy, Andhra University, on Jan 27-28, 2006.

State level seminars

38. Presented a paper "***The Effectiveness of Vindham Nerchukundham: A radio programme for primary school***" by State Council for Educational Research and Training (SCERT) Andhra Pradesh at Hyderabad on March 6-8, 2007.

WORKSHOPS AND TRAININGS: 10

National level

39. Orientation Course: UGC-Academic Staff College, University of Hyderabad, Hyderabad From January 8 to February 4, 2015 and obtained Grade A.
40. Participated in workshop on "**E-Content Development**" Jointly organized by the Dept. of Commerce & Business Administration and Centre for Distance Education, Acharya Nagarjuna University, at Guntur, AP, Feb 14-15, 2014.
41. Participated in workshop on "**Community Radio**" by Ministry of Information and Broadcasting, Govt. of India, in association with oneworld.net in Andhra University Visakhapatnam on March 2-4, 2013.
42. Participated in workshop on "**Contemporary Debates on Gender Studies**" by Center for Women's Studies, ANU Guntur on Feb 27-28, 2013.
43. Participated in on "**Empowerment of Tribal women issues of concern**" by Centre for Women's Studies, ANU Guntur, on Feb 27-28, 2013.
44. Participated in 15 days workshop on "**SUPW and Work Experience**" by Center for Cultural Resources and Training (CCRT) under the aegis of Ministry of Culture, Govt. of India at Udaipur, Rajasthan on March 10-23, 2006.
45. Participated in 15 days workshop on "**Role of Traditional Media Puppetry in Education**" by Center for Cultural Resources and Training (CCRT) under the aegis of Ministry of Culture, Govt. of

India at New Delhi on June 1-15, 2005.

State level

46. Presented a paper on “**Graded Vocabulary on First Language Telugu: Analysis of children literature**” in 5 days workshop conducted on ‘Graded Vocabulary on first language Telugu’ by the Department of Research and Innovation, SCERT, AP at Hyderabad on Nov 4-8, 2007.

University level

47. Participated in University level workshop on “**Examination-valuation: Challenges & Responses -1**” by Central University of Kashmir (CUK) Srinagar JK on 22nd March, 2014.
48. Participated in University level workshop on “**Examinations-Evaluation Reforms: In the context of current Global trends**” by Central University of Kashmir (CUK) Srinagar JK on 30th August, 2014.

RESEARCH EXPERIENCE

Small scale Research

John Babu, K. (2005). *An evaluative study on the effectiveness of ‘Vindam Nerchukonam’ a radio programme for Primary school* submitted in District Institute of Education and training (DIET) Bhimili, sponsored by Sarva Siksha Abhiyan (SSA), Department of Secondary Education, Hyderabad.

Media Research Surveys: (All India Radio, Doordarshan & IIMC)

Audience Research Survey, AIR: Quick feedback survey of the programmes of All India Radio conducted in 1995-1996 at Visakhapatnam, by Audience Research Unit, AIR, Visakhapatnam

Audience Research Survey, DD: Regional Language Satellite Channel Programmes and DART rating survey conducted from 05-09-1996 to 15-10-1996 at Visakhapatnam, by Audience Research Unit, Doordarshan, Hyderabad

Baseline Survey by IIMC: Survey on Water and Sanitation for Rajiv Gandhi National Drinking Water Mission conducted for 40 days from 05-09-1996 to 15-10-1996 in East Godawari District AP, by Indian Institute of Mass Communication, New Delhi.

RESEARCH GUIDANCE: 6

PhD theses in progress

1. **Raj Kumar, T.** (Coordinator, PG Department of Communication, Loyola College. Vijayawada), on 'Diffusion of Innovation in mobile communication: An analytical study in Andhra Pradesh'.
2. **Kamal Sucharan, B.** (Guest Faculty, Dept. of Journalism and Mass Communication ANU Guntur. Director 'New light' cinemas) on 'Evolution of Storytelling techniques in cinema: A study of Telugu films'.
3. **Aftab Alam Baig,** (Faculty, Dept. of Journalism and Mass Communication, Moulana Azad National Urdu University, Hyderabad), on 'Effectiveness of Urdu Educational Television Programmes for Distance Learners: A Case study of Moulana Azad Urdu University'
4. **Bhanu Ashok Vardhan,** (News Reporter, N TV Telugu channel, Guntur), 'Television rating: A case study of satellite News Channels in Andhra Pradesh
5. **Nageswara Rao, N.** (Bureau in-charge, Eenadu Newspaper, Anantapur), 'Right to Information and Press: A Case study of *Eenadu* Telugu Daily'.
6. **Sri Krishna Murthy, D.** (Research Scholar) 'Peace journalism and conflict resolution: An analysis'

DISSERTATIONS

Guided 36 students worked on the research of Master level Dissertation in partial fulfillment in Journalism & Mass Communication through ANU (30) and CUK (6).

RADIO PROJECTS

Guided 90 students worked on the production of radio capsule in partial fulfillment of Master degree in Journalism & Mass Communication through ANU

AUDIO & VIDEO PRODUCTION

1. John Babu K. (2014). "**Shepherds of Kashmir**" a video documentary film (English) on Gujjars in Jammu and Kashmir, a proposal for Community radio for the development of tribes.
2. John Babu K. (2005). **Awake India**, a video documentary film (Telugu) on HIV/ AIDS for creating awareness to the people of Andhra Pradesh (with MISPA, NGO), Visakhapatnam

3. John Babu K. (2004). **Audio Songs CD on HIV/AIDS (Telugu)** to be played at the time of Puppet show for creating awareness to the people of Andhra Pradesh, Visakhapatnam

INVITED LECTURES (15)

1. On **Media, Politics and Public Policy** in the Dept. of Politics and Governance, School of Social Sciences, Central University of Kashmir on 1st November 2014.
2. Guest lectures and practicals on **Radio Communication** in the Dept. of Journalism and Mass Communication, Acharya Nagarjuna University for the students of semester II during 13-19 February 2014
3. On **'Imposing Censorship on media'** by the District Public Relation Office, Visakhapatnam on 10 Jan, 2010
4. On **Cultural Communication** in orientation training programme for NSS Programme Officers, in ANU Guntur, on Sept 12, 2010
5. On **Awareness and communication** in a training for NSS volunteers of Medicos, NRI Medical Research Center, China Kakani, on November 20, 2010 and given Puppet Show on AIDS Awareness.
6. On **Media ethics and problems of rural reporters'** in two day training programme for rural reporters conducted by Press Academy of AP at ANU on March 16-17, 2011.
7. On **Traditional media and Cultural communication** in a training for NSS Programme Officers, ANU on July 11, 2011, and given Puppet Show on AIDS Awareness.
8. On **Traditional media: An essential need in NSS programmes** in a training for NSS Programme Officers, ANU on July 21, 2011, given Puppet Show on Child Labor.
9. On **Social responsibility of reporter** in two-day training programme for Mofussil Journalists conducted by Press Academy of AP, at ANU PG Centre, Ongole, AP on July 30-31, 2011.
10. On **Cultural communication** in a training for NSS Programme Officers, ANU September 9, 2011.
11. On **Traditional Media: Puppetry on AIDS Awareness** on the eve of 'Festival of Folk Culture', by Marris Stella College, Vijayawada in its Golden Jubilee Celebrations on November 29, 2011. Puppet show performed *on AIDS Awareness*.

12. On **Puppet Making and Manipulation** one-day workshop by the Department of Home Science, J.M.J. College for women, Tenali, Guntur Dist. on Feb 10, 2012. Puppet show *Katnaniki Kallem* (Stop Dowry) performed.
13. On **Indian cultural communication and Traditional media** in orientation Training for NSS Programme Officers by NSS Regional Training Centre in ANU Campus, Guntur on June 28, 2012.
14. On **Cultural communication and Social responsibility** in orientation Training for NSS Programme Officers by NSS Regional Training Centre in AU, Visakhapatnam on July 23, 2012.
15. On **Communication Skills And Social Engineering** in orientation Training for NSS Programme Officers by NSS Regional Training Centre in ANU, Guntur on 23 Nov 2012.

ADJUDICATION AND EVALUTION

1. Participated as an adjudicator in a debating competition organized by School of Legal Studies, Central University of Kashmir on the occasion of Human Rights day on 10th of December 2014.

EXTENSION PROGRAMMES

1. **Founder Secretary** of 'MISPA' (Mission for Integration Service Peace and Awareness) Society an NGO, Visakhapatnam
2. **Founder Secretary** to Shalom House of Worship, Manchili, West Godawari District, AP
3. Participated as a **Principle speaker** in a number of programmes conducted on career advancement, awareness and educational counseling by social sciences departments of various Colleges and Universities.
4. Attended an **Advanced leadership Program** at Centenary Baptist Church Visakhapatnam organized by Haggai Institute, Singapore.
5. Participated as a **Principle speaker** in a number of churches and social organizations in Visakhapatnam and other places.

EXTRA-CURRICULAR ACTIVITIES

Puppet Show Programme

Conducted Puppet show programmes on various social themes in November 2013

Conducted Puppet show programmes on various social themes in

November 2014

Social Activities (NGO)

Founded a social organization 'MISPA' (Mission for Integration Service Peace & Awareness) Society, Regd: 1935/96, with an aim to create awareness on Health, Education and social ills through traditional media Puppet Shows, Audio CDs, and Video Documentary film.

NCC 'C' & RDC, New Delhi

Ranked Company Under Officer (CUO) obtained 'C' Certificate in National Cadet Corps (NCC) at DNR Degree College. Participated in Republic Day Camp, Parade Marching contingent -1989 at New Delhi. Also participated in cultural programmes, obtained Silver Medal in Orchestra and Bronze Medal in Folk dance in Inter-state competitions in RDC.

FELICITATION

By **Smt. D. Purandeswari Devi**, Central Minister of State for Human Resources Development (HRD) For Social Service and Educational Achievements in Visakhapatnam on July 2, 2010

By the **Central Board for Workers Education** (CBWE) Visakhapatnam region on November 14, 2006 for Social Service and creating awareness on AIDS through Puppet shows.

By the **Lions Club** of Visakhapatnam for best Teaching and social service on the eve of Teachers Day on September 5, 2005

This is to certify that the information mentioned above is true and correct.

Dr. K. John Babu