

DR GARIMA GUPTA

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DOB- 10/02/1986

Research Interest Areas: Social Accountability in Indian Public Service Delivery System, Social Entrepreneurship, Changing Trends of Indian News Media, Prevalence of Metabolic Syndrome in India, Sustainable Development, Alternative Education System etc.

Academic Credentials

Ph.D. in Extension Education, S.N.D.T Women's University, Mumbai. Dissertation Title- Social Accountability in Service Delivery and Utilization of Mid-Day Meal Scheme in Rural and Urban Maharashtra, PhD Guide – Dr. Mira Desai. Awarded in January 2020

M.Sc. in Extension Education, S.N.D.T Women's University, Mumbai. Thesis Title- “Perception and Opinions of News Channel Personnel about Role of News Media.” Guide – Dr. Mira Desai. March 2010, Scored 67%

B.Sc. (Honours) in Home Science, C.S.A. University of Agriculture and Technology, Kanpur. Specialization in Dietetics, October 2008, Scored 77%

Senior Diploma in Indian Classical Music (Vocal), ‘Prayag Sangit Samiti’, Allahabad, July 2004

Professional Experience

A. Teaching Experience

- i. **Assistant Professor in Extension Education – KPSC Appointment - October 2022 till date-** Department of Home-Science, Government College for Women, Thiruvananthapuram, Kerala
- ii. **Assistant Professor - Guest Faculty Appointment (Dec 2021- September 2022, June 2019- March 2020),** Department of Home-Science, Government College for Women, Thiruvananthapuram, Kerala
 - **Teaching Subjects:** Social Entrepreneurship, Lifelong Learning for development, Development Communication, Science and Technology for rural development, Programme design and Evaluation, Population studies, Development Approaches and Panchayat Raj, Human Development and Welfare, Applied Nutrition, Development Communication Theory & Practical
- iii. **Assistant Professor – Clock Hour Basis Appointment (December 2020 – Dec 2021),** Department of Extension & Communication, S.N.D.T Women's University, Mumbai.
 - Online Teaching & Supervising Field Work of M.Sc. Extension & Communication
 - Teaching Subjects:** - Training & Development, Planning & Administration, and Community Organization & Leadership, Sustainable Development.
- iv. **Assistant Professor- Clock Hour Basis Appointment in following colleges/ University (January 2012 – August 2018)**
 - ✓ S.V.T College of Home Science (Autonomous), Mumbai

- ✓ Department of Post Graduate Studies and Research in Home Science, S.N.D.T, Women's University, Mumbai
 - ✓ Department of Jewellery Design & Manufacture, Premlila Vithaldas Polytechnic, Mumbai
 - **Teaching Subjects:** Communication skills, Introduction to communication, Research methodology, Audio visual production, Non formal Education, Introduction to Extension education, Rural and urban development, NGO Management, Environment and health, Community Nutrition and health, Socio economic environment of India, Extension Management
 - **Other role and responsibilities:**
 - ✓ Restructuring of syllabus as a member of College Board of Studies.
 - ✓ Paper setter and examiner at concerned University.
 - ✓ Conducting field work for UG and PG students.
- v. **Online mentoring UGC NET Aspirant across India during Covid 19 Pandemic**
UGC NET/JRF Exam June 2020, Dec 2020 -June 2021 merged cycle & Dec 2021- June 2022 merged cycle
- ✓ Conducted online classes for aspirants & online workshops in colleges and university departments to orient students about the UGC NET/JRF Exam in the subject Home Science

B. Research Experience

- i. **Research Assistant in UGC Major Research Project, Department of Mass communication and Extension, S.V.T. College of Home Science, S.N.D.T, Women's University, Santacruz, Mumbai (December 2012 – June 2014)**
- **About the Project:** Home Science Institution-industry linkage
 - ✓ To document the practices of industry linkages of Home-Science colleges of India.
 - ✓ To identify innovative models and approaches for Institute Industry Linkage
 - ✓ To develop general concepts and principles of Institute- Industry Linkage
 - ✓ To study hurdles for Institute- Industry Linkage
 - ✓ To collect/congregate/assemble expectations of industries from Institute- Industry Linkage
 - **Roles & Responsibilities:**
To assist in data collection, data entry and compilation
- ii. **Field Research Fellow**
Department of Post Graduate Studies and Research in Home Science, S.N.D.T Women's University, Juhu, Mumbai (April 2008 – January 2009)
- **About the Project:** Impact of tea on metabolic syndrome – A study in Mumbai
 - **Roles & Responsibilities:**
Collecting data and ensure surveys are fully completed.

C. Corporate Work Experience

I. Business Development Head

Seven Media, [Fort, Mumbai] [January 09 – December 11]

Roles & Responsibilities:

- Plan marketing strategies and coordinate actions to influence the market.
- Support marketing activities, including tele callings, tradeshows, mailings, social network marketing, Bulk SMS, Public Relations (PR), Google Ad words etc.

- Set sales targets, define strategy to achieve targets and to follow the set strategy within inflexible deadlines.
- Build and maintain excellent relationships with colleagues and clients.
- Development of project proposals within the inflexible timeframe.
- Maintain the Business Development databases.

D. Volunteering Experience

I. Mongia Green Foundation, Giridih, Jharkhand (February 2021- April 2022)

Work Done

- Planning a sustainable school green building for children of migrant labour with alternative education system with collaboration of COSTFORD, Trivandrum, Kerala.
- Planning curriculum for the school 1st std to 5th std, CBSE Board with the help of NCERT Learning Outcomes and New Education Policy, 2020
- Recruitment of school teacher team at foundational level
- Conducted Teacher's Training Program

II. Solace Charities – Trivandrum, Kerala (July 2020- March 2021)

Solace has been providing much needed financial, medical, moral and social support for families with kids suffering from terminal illness, with the support of benevolent individuals and corporations around the world,

Work Done:

Promote the cause through cycling rally around Trivandrum, Mobilize Youth to Volunteer at Trivandrum Chapter

III. Government Schools, Dhungri and Ghoshal Village, Manali, Himachal Pradesh (September 2018- December 2018)

Work Done:

Voluntarily worked with locals, and school teachers and students. Spread awareness about Menstruation Hygiene, and Importance of Mid-Day Meal, Nutrition workshops through conducting workshops

IV. Sikkim Himalayan Academy, Panitanki Dara Bariakhop Sikkim (December 2016- January 2017)

A free residential school nested on the eastern Himalayas for the underprivileged children from the remote mountains.

Work Done:

Helped in planning a healthy diet for hostel underprivileged kids in minimal budget and in limited resources (As in Mountains transportation cost is higher than the product cost). Most of the hostel kids were anaemic and malnourished from very low socio-economic background.

Membership of Professional Bodies

- **Casual Staff member of International Association for Media and Communication Research- Membership Number -8741**
- **Life time member of Nutrition Society of India – LM-2019-0139**
- **Life time member of Home Science Association of India –13/UP/G-3/LF**
- **Founder Member of Council of Home Science Extension – TVM/TC/177/2020**

Membership of Social Work

- **Guide Samaj Kalyan Sansthan**, Lucknow, U.P. A Non-Profit organization working for Elderly
- **Indus Cycling Embassy**, Trivandrum, Kerala, A Non – Profit organization to promote and inspire cycling among Indian citizens. Forming cycling clubs in Colleges and Schools, advocate cycling as a means of an Eco-friendly mode of transport. Cycle literacy campaigns among women.

Publications

Book Edited

Dr. Sithara Balan & Dr. Garima Gupta (2021) ‘Aging with Dignity & Respect: A Complete Guide on Aging’ Mahi Publication Ahmedabad, ISBN: 978-93-91556-08-2.

Chapters in Books

- i. Dr. Garima Gupta & Ms. Charu Tiwari (2021) ‘Aging with Dignity & Respect: Role of Non – Government Organizations’ chapter in book ‘‘Aging with Dignity & Respect: A Complete Guide on Aging’ Mahi Publication Ahmedabad, ISBN: 978-93-91556-08-2, Edited by Dr. Sithara Balan & Dr. Garima Gupta.
- ii. Dr. Garima Gupta and Dr. Indu Subhash (2020), ‘‘An Overview of Women's Education in India: The Past and the Present’’ chapter in book named 'Women and Diversity', Edited by Dr. Narendra Singh Rathore, Dr. Lalita Vatta and Dr. Ragini Ranawat, International Books & Periodical Supply Service, Delhi. Print ISBN 978-93-88892-79-7, E- Book ISBN 978-93-88892-80-3, August 2020
- iii. Manju Rathore and Dr. Garima Gupta (2020) ‘‘Cognitive Development and Nutritional Wellbeing in Early Life’’ chapter in book named 'Smart Nutrition Villages', Brillion Publishing, New Delhi – 110005
- iv. Dr. Mira Desai and Garima Gupta (2017) ‘Diffusion of Innovation’ and ‘Formative Research’ E modules in e-PG Pathshala, an open education resource, gateway to all post graduate courses. Initiative by University Grant Commission. Link - <https://epgp.inflibnet.ac.in/>

Research Papers

- i. Dr. Garima Gupta (2018) ‘Social Accountability in service delivery of mid day meal scheme in Maharashtra: Role of Public Private Partnership Model’, in Interaction vol xxxvi, August edition.
- ii. Kamini Pradhan, Garima Gupta, Zoha Farooqui, Vanaaz Rana, Divya Kalati, (2017) ‘‘social entrepreneurship: A case study on Kuprkabi’’ in the text book ‘social entrepreneurship: Avenues and challenges in Home science’, edited by Dr. Sithara Balan ISBN: 9788192850610, Published by Department of Home science, Government College for women, Thiruvananthapuram, Kerala.
- iii. Pooja R. Singhania, Garima Gupta, Kasturi Sen Ray, (2013) ‘Inflammatory Biomarkers in Asian Indian Women with Metabolic Syndrome’- Published Online October edition, 4, 1021-1027, (<http://www.scirp.org/journal/fns>) (Download link- <http://dx.doi.org/10.4236/fns.2013.410133>)

Research paper presentation

- i. Presented research paper named ‘‘Role of Women Self Help Groups (Mahila Mandal) in service delivery of Mid-Day Meal Scheme in Mumbai’’ at 33rd Biennial Conference of

- Home Science Association of India at Avinashilingam Institute for Home Science and Higher Education for Women in Coimbatore from 22/01/2020 to 24/01/2020
- ii. Presented research paper named 'Public Service Delivery Of Mid-Day Meal Scheme In Northern Konkan Division Of Maharashtra: Challenges And Solutions' at Young Scientist's Award Session at the 51st Annual National Conference of Nutrition Society of India to be held between 8-9 November 2019 at Rajiv Gandhi Centre for Biotechnology, Thiruvananthapuram, Kerala.
 - iii. Presented poster on research paper named "Social accountability in service delivery of mid-day meal program of India: role of public private partnership model" at the First International Extension Congress themed New Horizons of Extension-Challenges and Opportunities from February 1-3, 2018 at the ICAR - Central Institute for Women in Agriculture, Bhubaneswar, Odisha, India organized by Division of Agricultural Extension, ICAR, New Delhi in collaboration with ICAR-National Rice Research Institute, Odisha Indian Agricultural Research Institute, New Delhi and Birsa Agricultural University, Jharkhand.
 - iv. Presented paper "Social accountability: Community participation to strengthen service delivery" at the National seminar themed Role and Relevance of Extension Education: Vision 2020, from 11-12 September 2017, at the S.N.D.T Women's University, Juhu campus, Mumbai, organized by Department of Extension Education, SNDTWU.
 - v. Presented paper "Strengthening social accountability in service delivery of mid-day meal programme of India: Role of digital technology" at Asia Regional Conference of the International Communication Association, 14-16 December 2017 at the S.N.D.T Women's University, Juhu campus, Mumbai.
 - vi. Presented a paper entitled perception and opinions of television news channel personnel about the role of news media: A sample survey in Mumbai in the National seminar held during January, 21- 22, 2010, organized by Center for Electronic Media and Mass Communication, Pondicherry University.

Conference/Seminar Organized

- i. Assisted head of the department in organizing Asia Regional Conference of the International Communication Association, 14-16 December 2017 at the S.N.D.T Women's University, Juhu campus, Mumbai
- ii. Assisted head of the department in organizing national seminar themed Role and Relevance of Extension Education: Vision 2020, from 11-12 September 2017, at the S.N.D.T Women's University, Juhu campus, Mumbai, organized by Department of Extension Education, SNDTWU.
- iii. Assisted head of the department in organizing UGC Sponsored National Seminar on the theme, "Understanding Digital Sound- Music/Sound Recording Techniques" on the 8th and 9th of March 2016, organized by Department of Mass Communication & Extension, SVT College of Home Science (Autonomous), Mumbai.
- iv. Coordinated the session named "Innovative strategies to enhance the status of home science in education field" in National conference on status of Home science education in 21st century: Vision 2020, from 13-14 September 2017, at the S.N.D.T Women's University, Juhu campus, Mumbai, organized by Department of Human Development, SNDTWU.

Conference/ Seminar/ workshops Attended

- i. 51st Annual National Conference Theme: Nutrition Security: Blending Tradition with Modern Technology held at Rajiv Gandhi Centre for Biotechnology, Thiruvananthapuram, Kerala on 8th- 9th November, 2019.
- ii. National Workshop on Interdisciplinary Approaches in Research for Young India New India organized by the department of Home Science, Government college for women on 29-31, October 2019 at Thiruvananthapuram, Kerala.
- iii. State Level Workshop and Exhibition on Fortification of Food organized by the department of Home Science, Government college for women on 25-28, October 2019 at Thiruvananthapuram, Kerala.
- iv. International Extension Congress themed New Horizons of Extension-Challenges and Opportunities from February 1-3, 2018, , at the, ICAR - Central Institute for Women in Agriculture, Bhubaneswar, Odisha, India organized by Division of Agricultural Extension, ICAR, New Delhi in collaboration with ICAR-National Rice Research Institute, Odisha; Indian Agricultural Research Institute, New Delhi and Birsa Agricultural University, Jharkhand.
- v. Workshop of department project of UNESCO-IPDC titled "Mapping Educational Strategies for Creating Gender-sensitive Journalism, Media and ICT Curriculums" conducted on 6th April 2018 from 2 to 5 pm at SNDTWU, Juhu, Mumbai.
- vi. National conference on status of Home Science education in 21st century: Vision 2020, from 13-14 September 2017, at the S.N.D.T Women's University, Juhu campus, Mumbai, organized by Department of Human Development, SNDTWU.
- vii. National workshop on 'Research Methodology and Data Analysis' from 18th to 23rd September, 2017 at the S.N.D.T Women's University, Juhu campus, Mumbai, organized by Department of Economics, SNDTWU
- viii. One day International conference on Rural India in 21st century dated 27th August 2016 by Dept. of life learning & Extension, Mumbai University
- ix. Student Led National Conference on Smart Education for a smart generation on 17th and 18th March, 2016, organized by SNDT Women's University, Mumbai.
- x. 31st National conferences of Home Science Association of India at College of Home science, Dharwad Agriculture University, in 2016
- xi. UGC Sponsored National Conference on "Enriching Education: Sculpting Human Professionals", on 5th and 6th August, 2014 organized by Bombay Teachers' Training college, Mumbai.
- xii. 30st National conferences of Home Science Association of India at M.S. University of Baroda
- xiii. Workshop on Data Analysis using SPSS 21, organized by the department of Extension Education in collaboration with SPSS Asia Pvt. Ltd. on 4th Sep 2013.
- xiv. National seminar cum workshop on "Hospitality Education and Industry Requirement – A comparative Analysis", on 24th and 25th September, 2013 organized by University Department of Resource Management, SNDT Women's University, Mumbai.
- xv. UGC Sponsored National Conference on "Spectrum of Research Perspectives", on 6th and 7th September, 2013 organized by Bombay Teachers' Training college, Mumbai.
- xvi. XII National Silver Jubilee Conference of Indian Association for Women's Studies on "Feminism, Education and the transformation of Knowledge process and Institutions" at the University of Lucknow, February 7-10, 2008.

Awards

- i. **Best PhD proposal award** for “Social accountability in service delivery and utilization of mid-day meal scheme in rural and urban Maharashtra” in the Ph.D. colloquium at the International Extension Congress themed New Horizons of Extension-Challenges and Opportunities from February 1-3, 2018, , at the, ICAR - Central Institute for Women in Agriculture, Bhubaneswar, Odisha, India organized by Division of Agricultural Extension, ICAR, New Delhi in collaboration with ICAR-National Rice Research Institute, Odisha; Indian Agricultural Research Institute, New Delhi and Birsa Agricultural University, Jharkhand.
- ii. **Awarded SUUTI PhD Fellowship** by SNTD Women’s University, Mumbai from 2015-2017
- iii. **Consolation Prize in State level Inter Collegiate Essay Competition-** 2007-2008, Mumbai.
- iv. **Consolation prize in Inter-College Debate on Population and Environment** organized by IAPPD, New Delhi on 22nd September, 2005 at C.S.A. University, Kanpur.

Personal Interest

Travelling Exploring new places, and cultures, Adventure sports, Reading, Music, cooking

Language Known

Hindi & English (Fluent), Marathi, Gujarati & Malayalam (understand)