

CURRICULUM VITAE

Name:	Dr. G.L.V. PRASADA RAO
Permanent Address	Syama sundara puram (Village), Seetha puram(Post), Tekkali(Mandalam), Srikakulam(Dist), Andhra Pradesh(State). Pin-532201.
For Communication	Mobile: 78936 41736 leelaprasad939@gmail.com
Educational Qualification	MJMC, MA (Ed.), PGD-EL, PGD-SEIP, PGD-ES.
Technical Qualification	PGDCA, Type Writing Lower (English)
Other Academic Qualification	<ul style="list-style-type: none">➤ Qualified UGC NET in June, 2012.➤ Cleared AP SET-2014.
Research Experience	<ul style="list-style-type: none">➤ Ph.D Awarded by Andhra University (Visakhapatnam) in the area of Journalism and Mass communication in April, 2012.
Media Experience	<ul style="list-style-type: none">➤ Nearly One decade Worked as a Journalist in Telugu Daily News papers Eenadu and Visalandhra and U-News Channel.➤ Seven years above in reporting field.➤ Two years in desk as a News-Coordinator.➤ presently Serving as a Accredited Freelancer.
Teaching Experience (Regular)	<ul style="list-style-type: none">➤ Worked as a Visiting Fellow under the UGC Scheme in Potti Sreeramulu Telugu University at Hyderabad and taught to MCJ Students for the academic Year of 2008-09.➤ Worked as an Academic Consultant and taught to MA (JMC) in Krishna University at Machilipatnam for the academic year of 2009-10.➤ Worked as a Lecturer in SVVP VMC PG College, MVP, Visakhapatnam and taught to MJMC for the academic year of 2014-16.➤ Worked as a Guest faculty in the Dept. of Journalism and Mass communication in Andhra University and taught to Diploma courses for the academic year of 2015-16.

	<ul style="list-style-type: none"> ➤ Presently working as an Asst. Professor on contract basis in Dept. of Journalism and Mass communication, Dr BRAU-SKL from 18th, June 2016.
Teaching Experience (Distance Mode)	<ul style="list-style-type: none"> ➤ Served as a Resource Person in <i>Potti Sreeramulu Telugu University at Hyderabad</i> and taught to MCJ Students for the academic Year of <i>2008(May)-2013(Dec)</i>. ➤ Serving as a Academic Counselor for PGDJMC programme at IGNOU-Dr.L.B.College Center, Visakahapatnam from, and 2012 to still.
PR Experience	<ul style="list-style-type: none"> ➤ Worked as a PR consultant in Ed.CET – 2012 & 2013 offices, Conducted by Andhra Pradesh Higher Education Council collaborate with Andhra University from Jan. 1st, 2012 to Dec. 31st, 2013. ➤ Served as a Public Relation Officer for Dr.B.R.Ambedkar Universtiy, Srikakulam from Nov. 27th, 2017 to Feb. 8th, 2021. ➤ Presently take additional charge as a Member of Media Cell, Dr. B.R. Ambedkar University, Srikkaulam from Feb. 8th, 2021.
Academic Experience	<ul style="list-style-type: none"> ➤ Worked as I/C HoD, Dept. of Journalism and MC, SVVP VMC PG College, Visakapatnam from 12th, June, 2914 to 30th, April, 2016. ➤ Worked as a Course Cordinators, Dept of JMC, Dr. BR Ambedkar Universtiy, Srikakulam from Sep. 26th, 2017 to Sep. 29th, 2018 and Sep 25th, 2019 to Oct 25th, 2020. ➤ Served as a Member of Board of Studies, Dept of JMC, Dr. BR Ambedkar Universtiy, Srikakulam from Oct 07, 2017 to still. ➤ Attend to UG, PG, Professional(regular and distance mode) exams and Entrance Tests as a Invigilator, Observer, Squad leader, Route officer, Internal Examiner etc. from 2008 to still.
Attended to FDP's:	<ul style="list-style-type: none"> ➤ Attended to one week UGC sponsored faculty development progrmme, conducted by Dept. of Education, Sri Padmavathi Mahila Viswavidyalayam-Tirupathi during in 3rd to 9th, Jan, 2019. ➤ Participated one week faculty development progrmame on" rural immersion" conducted by MGNCRE-Hyderabad collaborated with

	Dr.BRAU-SKL during in 21 st to 27 th Jan,2019.
Attended to various seminars and workshops (15)	<ul style="list-style-type: none"> ➤ Attended to workshop on “Women related issues in Telugu media” conducted by IIMC, New Delhi and Dept. of JMC, AU on 28th-30th, March, 2002. ➤ Attended to workshop on “Science Journalism” conducted by NCSTC-New Delhi, APCOST-Hyderabad and Dept. of JMC, AU on 23rd-26th, Sep, 2006. ➤ Participated in workshop on “Mixed signal processing and recent advances in electronics” conducted by AU-USIC on 21st, Dec, 2006. ➤ Participated in one day workshop on “Cultural Values: Depiction of woman in Mass Media” conducted by Durgabai Deshmukh Centre for Women’s Studies & Dept. of JMC, AU on 18th, Dec, 2008. ➤ Attended to International seminar on “Higher Education in India-Global Perspectives” organized by Dept. of Economics on 14th-15th, Feb, 2009. ➤ Attended to workshop on "Film and TV" on 18th, 19th, July-2009 organized by Future frames audio video studio at visakhapatnam. ➤ Attended National seminar on “Women empowerment through SHG in India” conducted by Dept. of Economics, AU on 31st, Aug, 2010. ➤ Attended to National seminar on “Dynamics of HR tools for competitive advantage” conducted by Dept. of commerce and management, AU on 19th-20th, Nov, 2010. ➤ Attended to National seminar on “Media trends and ethics” conducted by Dept. of JMC, Krishna University, Machilipatnam on 20th-21st, March, 2011. ➤ Attended to Workshop on “Research Methodology” conducted by UGC Academic Staff College, AU on 05th-10th, Jan, 2013. ➤ Attended to Workshop on “Research Methodology” conducted by ICSSR and AU on 24th-26st, Feb, 2013. ➤ Attended to workshop on “Choice Based Credit System-Credit Frame Work for Skill Development in UF Courses” conducted by Dr

	<p>V.S.Krishna Degree and PG college (Autonomous), VSP on 16th, Oct, 2015.</p> <ul style="list-style-type: none"> ➤ Attended to workshop on “IQAC” Conducted by Dr. BRAU- SKLM on 2nd Dec, 2017. ➤ Attended to workshop on “For Whom the media reports?” conducted by Directorate of Field publicity, Govt. of India and Dept. of JMC, Dr BRAU on 10th, April, 2017. ➤ Attended to Int.workshop on “Water, AIR, Sanitation and Hygiene attitudes and Practices-2018” conducted by Dept’s. Of BT, OC, SW, Dr. BRAU-SKLM 27th, Jan, 2018. ➤ Attended to workshop on “Intellectual property Right” by College of Science, Dr.BRAU-skl on 28.02.2019.
<p>Attended to Training and Orientation programmes (06)</p>	<ul style="list-style-type: none"> ➤ Attended to national service volunteers training programme conducted by Nehru Yuva Kendra Sangathan, AP region on 20th to 26th, August, 1998. ➤ Attended to orientation course for “Middle level functionaries associated in development sectors on sexual harassment at workplace” organized by NIPCCD, Bangalore on Jan-2007. ➤ Attended to training programme conducted for Journalist by Press Academy of Andhra Pradesh in association with Andhra University Academic Staff College, visakhapatnam on 7th & 8th Nov, 2011. ➤ Attended to Orientation programme for Academic Counsellors, organized by IGNOU Regional centre, Visakhapatnam on 10th & 11th, 2012. ➤ Attended to one day training programme on “Honing Soft Skills” on 4th, Jan, 2014 by CSEI, AU. ➤ Attended to one day training programme on first medical responder, conducted by IRCS, Srikakulam on 21st to 24th, sep, 2016.
<p>Presented a paper in Various Seminar, Symposium, Conference, Conclaves (16)</p>	<ul style="list-style-type: none"> ➤ Presented a paper entitled “Role of mass media in rural development” in the National seminar on “<i>empowerment of weaker sections</i>” conducted by Dept. of sociology, AU on 28th-29th, March, 2008. ➤ Presented a paper entitled “<i>Media: National Development</i>” in the National seminar on

“Human Development and Social exclusive” organized by Dept. of Economics, AU on 6th-7th Oct, 2008.

- Presented a paper entitled “*Corporate media and social responsibility*” in the National seminar on “Corporate social responsibility: An organizational perspective” conducted by Dept. of Business Administration, Krishna University on 10th-11th, Sep, 2009.
- Presented a paper entitled “*Gandhi and peace journalism*” in the National seminar on “Conflict resolution, Peace and Gandhi” conducted by Gandhian studies centre, AU on 28th-29th, March, 2011.
- Presented a paper entitled “*Climate change – impact to Indian Agriculture*” in the National seminar on “Climate change-effects on sustainable live hoods” conducted by Centre for study of *social exclusion and Inclusive policy*, ANDHRA UNIVERSITY, VISAKHAPATNAM. On 22nd & 23rd, March, 2013.
- Presented a paper entitled “*News Channels far from reality*” in the National seminar on “News Channels: Morality and Reality” conducted by Potti Sreeramulu Telugu University, Hyderabad on 6th & 7th, April, 2013.
- Presented a paper entitled “*Impacts of Climate change on Human Health*” in the International Conference on “Climate Change: Present concerns” conducted by Dept. Of Geography, AU on 23rd & 24th, June, 2013.
- Presented a paper entitled “*Upgrade to society through VBE*” in the International seminar on “Policies, Institutions, Governance and Contemporary Disarray” conducted by APPA and AU on 27th & 30th, July, 2013.
- Presented a paper entitled “*national development through involvement of dalita groups*” in the National seminar on empowering the marginalized communities: From theory to praxis, conducted by CSEI, AU on 27th-28th, March, 2014.
- Presented a paper entitled “*Protect to Biodiversity with involvement of socio-political development system*” in the National seminar

on “The impact of S-E and political development on environment and bio diversity” on 28th, Feb, 2015 by Dr V.S.Krishna Degree and PG college (Autonomous), VSP.

- Presented a paper entitled “*Gandhi – as a communicator and Journalist*” in the National seminar on “Gandhi, Ethics and Journalism” conducted by Gandhi studies centre, AU on 20th, 21st, March, 2015.
- Presented a paper entitled “Media and Corporate Social Responsibility” in the National conclave on “Media, Governance, Ethics, Practice” organized by Institute of Media Studies, Bhubaneswar on 3-4th, May, 2017.
- Presented a paper entitled “*Gandhi – as a communicator*” in the National symposium on “Gandhi Approach to rural development and communication” conducted by Gandhi studies centre and Dept. of JMC, AU on 31st, May, 2017.
- Presented a paper entitled “Freedom of media in India: Challenges” in the National conference on “Chnaging role of media in India: perspectives and challenges” conducted by Sri Padmavati Mahila Visvavidyalayam, Tirupathi on Dec, 13-14, 2017.
- Presented a Paper entitled “Dr. B.R.Ambedkar : As a Spcoail communicator” in the National Conference on “Media Scape in 21st Century: Emerging Perspectives” conducted by Dept. of JMC, Indira Gandhi National Tribal University-Amarkantak, Madhya Pradesh on 9th, 10th, March, 2018.
- Presented a Paper entitled “Role of communication in National Developmet” in the National Conference on “Interdisciplinary Research Innovations in Social Sciences Landscape” conducted by Dept. of Social Sciences, St. Joseph’s for Women(Autonomous) on 23rd, 24th 2018.

Extension Activities (09)

- Attended to two special camping programme conducted by National service scheme, Andhra University-1995 to 1997.
- Participated and contributed to souvenir of Visakha Utsav-2001 on 22nd to 25th, Dec, 2001.
- Participated in “*Telugu language cultural awareness yatra*” from Krishna dist. to Srikakulam dist. on 21st-24th, Feb, 2008.
- Participated to “*Andhra university Academic Exhibition*” and exhibited “collection of newspapers and magazines” in AU on 12th-16th, Feb, 2011.
- Participated in “Second World Telugu Writers Conference” in Vijayawada on 13th – 15th, 2011 conducted by Sheetya Academy, New Delhi, Indian Language centre, Mysore, AP state cultural department.
- Participated in National seminar on “Media trends and ethics” conducted by Dept.of JMC, Krishna University, Machilipatnam on 20th-21st, March, 2011 and *exhibited “collection of rare newspapers and magazines”*.
- Participated in Hobby Exhibition, conducted by Youth Hostel Association of India on 11.05.2014. I has displayed “Rare newspapers, journals, and issues” in this adventure exhibition.
- Participated in Nation Press day programme and displayed “Rare newspapers, journals, and spl. Issues” on 16.11.2016 in Dr BRAU, Srikakulam.
- Attended as a *Judge for State level Independence celebrations*, conducted by Govt. of Andhra Pradesh on 15.08.2018 at srikakulam.
- Participated debate programme on “Elections-Sikkolou yuvata partra” conducted by Shahiti Degree college and Vihangham TV channel at Nowpada on 26.02.2019.
- Participate in Reliance Foundation Survey on marine fisher folk in seashore villages of srikakulam in the last week of March, 2019 alson with MJMC students.

<p>Radio Talks (04):</p>	<ul style="list-style-type: none"> ➤ Participated in Four Radio Talk Programmes in All India Radio (AIR)-Primarily (VSP), AIR-FM Rainbow (VSP), Gyanavani Education Station (VSP-AU) and ALL India Radio(Tirupathi) in respectively 2005, 2012, 2013, 2017.
<p>Book Published(04):</p>	<ul style="list-style-type: none"> ➤ Book published by Sucharitha Publications on title with “Work conditions, Job Satisfaction and Journalists”: A study in print media Journalists in Visakhapatnam City (2014) with ISBN: 978-93-83729-16-6. ➤ Book Published by LAMBERT Academic Publishing on the title with “Work Conditions, Job Satisfaction and Journalists: A study on Print Media”(2015) with ISBN: 978-3-659-77621-2. ➤ Book published in 2015 with title of “Uttrandhra sheethi sikaralu” (literary related book) by Sucharitha Publication with ISBN: 978-93-83729-48-7. ➤ Book published in Nov. 2020 with title of “Kalingandhra Kalam Yodulu” (Great Journalists and Editors) by Sikkolu Book Trust, Srikakulam with ISBN: 978-81-945712-2-3.
<p>Article Contributed :</p>	<ul style="list-style-type: none"> ➤ Academic articles published in seven Journals/proceedings and seven edit volumes. ➤ Nearly 90 different articles published in Editorial page and special editions of Eenadu, Andhra Jyothi, Surya, Visalandhra etc., news dailies and many magazines.
<p>Articles published in Reviewed Journals & Edit volumes (17):</p>	<ul style="list-style-type: none"> ➤ “ Women: educate to empower” in edit volume “Emerging trends in English literature and Education” Prudhvi publishers, Visakhapatnam Jan, 2022 with ISBN: 978-93-92256-14-1. ➤ “Communication for national development” in edit volume of “Relevance of Gandhian philospy in the contemporary society” by Prudhvi Publishers, VSP with ISBN: 978-81-950650-9-7(2021). Page no: 295-297). ➤ “Adapting the new strategies for development of fisheries sector And promoting ornamental fish trade in Andhra Pradesh in “Rural Development in India : Issues and Challenges”

by Astha Publishers and Distributors, 2021 with ISBN : 978-93-85330-39-1 (Page no: 168-173).

- VBE in Highly needed in modern society at school level in **edit volume** of “Quality Concerns in Secondary Education” by Astha Publishers and Distributors with 2020, ISBN : 978-93-85330-66-7(page no: 43-50).
- “New learning revolution starts in India with Moocs” in **edit volume** “Systemic Change in Teaching Education” by Uday Publishing House, New Delhi (2020, ISBN: 978-93-85991-92-9, Page no: 356-365).
- “Dr. Ambedkar role for social transformation through press” in **edit volume on** “Relevance of ambedkarism for social transformation in contemporary India” by Paramount Publishing House- New Delhi (2019, ISSN 978-98-88808-28-6, Page no: 135, 136).
- “Role of Communication in National Development” in **International Journal of Business, Management & Allied Sciences (IJBMAS)** with Proceedings of National conference on “Interdisciplinary Research Innovations in Social Sciences Landscape“ Published by KY Publications-Guntur, AP(**November, 2018 with ISSN: 2349-4638 and Impact Factor 6.853. Page No: 27-29**).
- “Level of Job Satisfaction of Print Journalist Working in Vsp city” in “Education Plus” UGC **Peer Reviewed Journal**, Published by APH Publishing Corporation, New Delhi. (**May-June, 2018 Volume-8, with ISSN: 2277-2405, Page No: 219-233**).
- “Dr. B.R.Ambedkar : As a Spcoail communicator” in “Media Scape in 21st Century: Emerging Perspectives”(edit volume) Kanishka Publishers, Disributors, NewDelhi (**March, 2018 with ISBN: 978-81-934480-4-5. Page No: 153-155.**)
- “Gandhi: A Great Communicator” in **edit volume** on Gandhi approach to rural development and communication, published by Prudhvi publishers, Visakhapatnam(**July, 2017 with ISBN: 978-81-934206-7-6. Page no: 133-140**).

	<ul style="list-style-type: none"> ➤ “Media and Social responsibility role in present context” proceedings of National Media enclave on media and social responsibility, published by Institute of Media Studies (IMS), Bhubaneswar. <i>(May, 2017 with ISBN: 978-93-81693-07-6. Page no: 139-143).</i> ➤ ‘The Importance in implementation of Value Based Education in secondary Schools’ in <i>Social Vision Journal (April-June, 2015 Vol: 2, Issue: 1 with ISSN: 2349-0519. Page No: 216-219).</i> ➤ ‘Use of mobile technology as tool to empowers self help group women in rural areas: A study in Andhra Pradesh’ in <i>Int. Journal of Multi disciplinary Empirical Research (Sep-2014 with ISSN: 2349-9656 vol: 1, Issue: 1, Page no: 132-137).</i> ➤ ‘Press and Media: Role of participation in development and SR Actives’ in <i>Int. Journal of Multidisciplinary Advanced Research Trends (Aug-2014, Vol: 1, Issue: 1 with ISSN: 2349-7408, Page no: 275-285).</i> ➤ ‘Media and Social Responsibilities’ in <i>Int. Journal of Multidisciplinary Educational Research (Aug-2013, Vol:2, Issue:9(1), ISSN: 2277-7881 Page no: 186-194)</i> ➤ ‘Peace Journalism and Gandhi’ in Edit volume on Conflict resolution, peace and Gandhi, published by Radha Publication, New Delhi with ISBN: 81-7487-852-1 in 2013.
<p>As a Resource Person:</p>	<ul style="list-style-type: none"> ➤ For Orientation programme on Model Curriculum of Education, conducted by APSCHE and Andhra University on 28th & 29th, Nov, 2013 at Visakhapatnam. ➤ For Viskhapatnam Rural Reporters One week training classes at Ankapalli conducted by Uttrandhra Journalist Front and Ankapalli Press club in 2013. ➤ For Andhra Pradesh Union of Working Journalist (APUWJ) Greater Visakhapatnam annual meeting on 21.09.2104. ➤ For Visalandhra Telugu News Daily three Districts(SKL, VZM, VSP) rural reporters two day training classes on 12th-13th, March, 2016 at Rajam.

<p>Award of Merit:</p>	<ul style="list-style-type: none"> ➤ Best Reporter (<i>Kapila Gopala Rao Award</i>) for 2007 and 2012 in the category of print media by Vizag Journalist Forum. ➤ Gidugu Rammurthy commemorate puraskar by Garimi shaithi Samsta in 2013 for best research and rich contribute to Telugu literature.
<p>Member in different organizations :</p>	<ul style="list-style-type: none"> ➤ Advisory board member in IJMER ➤ Member in various media related unions like VJF, UJF, APUWJ, and PRSI. ➤ Freelancer and columnist to different newspapers and magazines. ➤ Secretary of North Andhra Writers Association. ➤ Editorial Board member to various news magazines like Uttrandhra, Smsrukuthi, Vijaybhuvuta, & Aksara prabha.