

Prof. (Dr) Shahid Rasool

Professor, Convergent Journalism,

Dean, School of Media Studies,

Director, Media and Public Relations Centre, Central University of Kashmir,
Ganderbal, Kashmir, J&K.

Formerly:

US Fulbright Fellow, Syracuse University, New York

Director, CEMCA, Commonwealth of Learning, Canada.

Director, EMRC, University of Kashmir

Media Advisor, University of Kashmir

State Coordinator, for UTs of J&K and Ladakh (for 70th year Celebrations of
Indian Constitution)

Head, Media Education Research Centre, UoK.

Significant Academic Achievements

- US Fulbright fellow in Communication Technology; Ms in Communication, Syracuse University, USA.; Ph.D. Masters in Mass Communication and journalism, University of Kashmir, Srinagar
- 32 years of experience in teaching, research, production, and direction of educational films/ e-Content and Multimedia.
- Guided research at M.Phil. & PhD level at the University of Kashmir. Examiner for evaluation of PhD thesis and paper setter for entrance examinations.
- Authored 16 research papers/policy reports/articles, one Book, Produced and Directed over 300 ETV films including 5 National level Award Winning films.
- Chief editor of publications Journal Media Times, Weekly MERC Times and CEMCA Newsletter.
- Chief Producer weekly QUEST –Video Digest on DD Srinagar and weekly KURD –Radio Digest, AIR, Srinagar.
- Co-PI for development of e-Contents in 6 UG subjects -850 e-content/multimedia modules and over 1000 Learning Objects. development of MOOCs for CEC/MHRD under NME-ICT project.
- Member MHRD standing committee for econtent development and dth (SWAYAM and SWAYAM Prabha).
- Delivered lectures/keynote speeches at various places in the country and presented papers in various national/ international conferences in India and abroad.

- Organised over 20 workshops/film festivals/orientation programmes etc.
- Provided consultancy to Universities/Colleges to launch UG/PG courses in mass communication and develop curriculum and infrastructure for the same. Also guided EMRC's across country, create infrastructure and develop programmes.
- Member of various academic bodies at national level. The most recent is member UGC's High Powered Academic Advisory Council on MOOCs; Expert on UGC SAP programme at CCMG, JMI University and Madras University; NAAC Subcommittee for developing a tool for assessment and accreditation of ODL institutions; and also Served as member on various selection committees for academic positions in various Universities in the country.
- Served as a member/chairperson on BOS/DRC/Academic Council and various committees at the university of Kashmir. Was instrumental to launch regular research programme at MERC, University of Kashmir

Administrative Experience

- Director, CEMCA (–a UN Diplomatic Mission in New Delhi for 8 Commonwealth Asian Countries), Commonwealth of Learning, Vancouver Canada (From June 2016- May 2019)
- Director EMRC, University of Kashmir from June 2007 to May 2016 and June 2019 to July 2020 (Plus two years as in-charge 2005-07)
- HoD, MERC, University of Kashmir – April 2008 to January 2012.
- Academic Coordinator SIT –virtual classroom at KU.
- Executive Director, for 2 year for BBC-WST project for promoting social affairs reporting.
- Chairman/member –media advisory committee/central purchase committee etc. at KU for over 15 years.
- Chairman CEC/UGC committee for revision of staffing pattern of CEC and MCs and Chairman DPC CEC. Member board of management of various media centres.
- Member governing council/governing board/technical advisory committee, finance committee, coordination committee of cec/ugc.
- Member on UGC committee for sanction and establishment of new media centres in India
- Member on development of guidelines for outsourcing e-contents at CEC/UGC
- Member of Standing Committee for development of e-Content and DTH Channels at MHRD.
- Member on UGC's High Power Academic Advisory Council, to consider and approve the course Coordinators and MOOCs proposals

My Mission: "To light candles of knowledge everywhere"