

of the International conference in Media Science and Technology		Visvavidyalayam (<i>Women's University</i>).	of Tamil news channels in reporting Chennai floods	Ilamparithi	
Reinventing Nationalism Secularism & Plurality		<i>Gauhati University</i>	Brechtian Verfremdungseffekt in Tamil Cinema: A step towards social change through aesthetic principles & techniques	Ilamparithi	

(20) **Conference/Workshop/Seminar/Training Organized: Nil**

Type	Name	Date(s)	Place	Role Played	No of Days	No.of Participants	Funding Agency	Budget if any

(21) **Research Publication Impact : Nil**

No.of Publications	Total Citation	Highest Citation	h-index	Total Impact Factor	Lowest Impact Factor	Average Impact Factor

(22) **Books Published : Nil**

S.No	Title of the Book/Chapter	Author(s)	Publisher	Year	Total No of Pages	With ISBN Number	Editor Name for Edited Books

(23) **Intellectual Property Rights generated:**

(a) **Patents : Nil**

S.No.	Patent title	Author(s)	Patent No. and date (for Granted)	Filing No (for Submitting/Pending)

(b) Technology Developed/Transferred : Nil

S.No.	Title	Author(s)	Transferred to	Period	Funding Support received if any

- (Transferred receiving Organization/Company/Industry)

(c) Software Developed : Nil

S.No.	Title	Author(s)	Purpose	Period	Funding Support received if any

(d) Scientific Data Contributions : NIL*Biological*

Name	Author(s)	ID	Deposited Data Bank	Date	Funding Support received if any

- (Protein/DNA/RNA/Isolated Strains and their sequence information)

(e) Structural Data Contributions : NIL*(X-Ray/NMR/Microscope)*

Name	Author(s)	Methods	ID	Deposited Data Bank	Date	Funding Support received if any

(24) Consultancy Services Offered : NIL

Sl. No.	Name of Client / Organization	Period (Month & Year)	Revenue Generated Earned	Purpose of Consultancy	Type (Service / Project)	Govt. / NGO / Small Scale Industry / Private

(25) Research Collaboration (Both National & International) : NIL

S.No.	Name of the Collaborator	Institute	Collaboration Details	Collaboration Output (Papers/Patents/Research/Online)

(26) Foreign Academic Visit(s): NIL

Country Visited	Period (From –To)	Purpose of Visit (Conference/Seminar/Workshop/Viva/Post-doctoral/Visiting Professor)

(27)Academic Honors/ Awards / Fellowships : NIL

Name (Honors/ Awards)	Period (Month & Year)	Awarding Agency	Place	Value if any

(28) Administrative Experience /Role Played :(Last Five Years) NIL

Role Played	Responsibilities	Period (Month & Year)

(29) Membership in Academic/Scientific/Societal Professional Bodies:

Name	Membership Period Year/Life Member	State/ National/ International	Participatory Roles if any
Association for	Life member	State	EC member

communication teachers in Tamil Nadu & Pondicherry			
Public relations society of India	2006-2009	National	Member

(30) Extension Activities:

Activity Name	Details of Activity	Place	Period (Month & Year)	Societal Impact(s) / Contribution(s)
Community radio production	Have produced numerous programmes for SRM Community radio station involving the local community	Chennai	2011 - 2013	People at the grassroots were involved in the process which helped them to empower. The programmes gave voice for the voiceless
Oral history production	Have produced volumes of oral history documentaries covering various issues of Eastern Himalayan region	Sikkim, Nepal, Bhutan	2010 - 2011	The rich tradition of the people in the Himalayan region was recorded. The common man's indigenous knowledge about issues like water, climate, tea, cardamom, conflict, space, war etc were recorded.