

PROFILE

Yadagiri Kambhampati

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CURRENT POSITIONS:

- I/c Head & Assistant Professor (C), Department of Journalism and Mass Communication, Dr. B.R.Ambedkar Open University, Hyderabad
- Secretary, Public Relations Society of India (PRSI), Hyderabad Chapter
- Correspondent, “Public Relations Voice”, a half yearly magazine for Public Relations Professionals.

ACADEMIC QUALIFICATIONS:

- Pursuing Ph.D (2017) in Journalism and Mass Communication from Osmania University, Hyderabad.
- Qualified for SET (State Eligibility Test for Lectureship / Assistant Professor) in Journalism and Mass Communication subject
- Certificate Programme in NGO Management from Dr. B.R.Ambedkar Open University, Hyderabad
- Master of Communication and Journalism (MCJ) from Osmania University, Hyderabad
- Bachelor of Arts (B.A.) from Dr. B.R.Ambedkar Open University, Hyderabad
- Completed SSC in the year 1997-98.

TECHNICAL QUALIFICATIONS:

- Qualified Typewriting English Lower grade (30 WPM) from State Board of Technical Education and Training, Andhra Pradesh.
- Certificate Course in Computers in Office Automation from State Board of Technical Education and Training, Andhra Pradesh.
- Completed Post Graduate Diploma in Computer Applications (PGDCA).

TEACHING EXPERIENCE:

- Working as Assistant Professor (C) in the Department of Journalism and Mass Communication, Dr BRAOU from 24th October, 2011 to till date.
- 13 years of Teaching experience in Journalism.

PUBLICATIONS AND ACADEMIC CONTRIBUTION:

- Prepared course material for UG and PG (Mass Communication and Public Relations) – Dr BRAOU.
- Prepared course material for UG and PG (Journalism and Mass Communication) – Dr BRAOU.
- Prepared and presented Radio / Video lessons and Tele conferences - Dr BRAOU.

SEMINARS/ WORKSHOPS PARTICIPATED:

1. Participated in One Day Workshop on “Public Relations Writing and Media Techniques” on 11th February, 2012 organised by PRSI Hyderabad Chapter and RG Kedia College, Hyderabad
2. Participated in One day Orientation Programme on “Bachelor of Public Relations” organized by CSTD, BRAOU on 17th June, 2012.
3. Participated in 12th Andhra Pradesh State Public Relations Conference on the theme “Good Governance: Challenges for Public Relations Communication” held on 9th February, 2013 organised by PRSI, Hyderabad Chapter.
4. Participated in National Workshop on “Strategic Communication for Organisational Excellence” on 8th February, 2014 organised by PRSI Hyderabad Chapter and RG Kedia College, Hyderabad
5. Participated in a seven day Workshop on “Research Methodologies & Research Support” organized by CSTD, BRAOU from 02-09 December, 2014.
6. Participated in One Day 1st Telangana State Public Relations Conference on the theme “Bangaru Telangana: Public Relations Communication Perspective” held on 21st February, 2016 organised by PRSI, Hyderabad Chapter.
7. Participated in One Day Institutional Training Programme on “Skill Development in Public Relations & Communication” on 19th June, 2016 organised by PRSI, Hyderabad Chapter.
8. Participated in One Day National Symposium on “Spirit of National Movement – Legacy and Relevance” on 22nd August, 2016 organised by Dept. of History, Dr. BRAOU.
9. Participated in the Three Day 38th All India Public Relations Conference held from 16-18, December, 2016 in Kolkata.
10. Participated in the Two Day National workshop on “Choice Based Credit System in ODL” on 28th & 29th December, 2016 organized by GRADE, Dr. BRAOU.
11. Participated in a seven day Workshop on “Self-Learning Material (SLM)” organized by CSTD, BRAOU from 27/01/2017 to 2/2/2017.
12. Participated in the National Symposium on “Democratization of Higher Education in India: Dr. B.R.Ambedkar’s Vision” on 4th April, 2017 organized by CSTD, Dr. BRAOU.
13. Participated in One Day 2nd Telangana State Public Relations Conference held on 6th August, 2017 in Hyderabad on the theme “Effective Public Administration and Greater Communication Outreach in Smaller States: Telangana Perspective”.

14. Participated in the Three Day 39th All India Public Relations Conference held from 15-17, December, 2017 in Visakhapatnam on the theme “Emerging India: Smart Cities, Smart Communication”.
15. Participated in the Three Day workshop on “Professional Development Programme on Online Teaching, Learning and Assessment using OERs, Education Technology Tools & Moodle MOOC Platform” from 8th to 10th February, 2018 organised by GRADE & CIQA, Dr. BRAOU.
16. Participated in One Day Consultation on “Rural Education and Community Engagement Curriculum Framework for Rural Resilience” on 15th March, 2018 organised by Dept. of Public Administration, Dr. BRAOU and National Council of Rural Institutes, Ministry of Human Resource Development, Govt. of India.
17. Participated in the Two Day workshop on “Translation from English to Telugu” on 12th & 13th June, 2018 organized by CSTD, Dr. BRAOU.
18. Participated in the Three Day 40th All India Public Relations Conference held from 8-10, December, 2018 in Dehradun on the theme “Himalaya to Ganga: Pride of the Nation”.
19. Participated in the Two Day National Conference on “Changing Dimensions of Media: Psychosocial, Cultural and Political Correlates” on 24th and 25th January, 2019 organised by GITAM University, Hyderabad in association with PRSI, Hyderabad Chapter and Press Club Hyderabad.
20. Participated in One Day National Symposium on “Reforms in Revenue Administration – With Special Focus on Land Titles and Rights” on 15th July, 2019 organised by Dept. of Public Administration, Dr. BRAOU in collaboration with IIPA, Telangana & AP Regional Branch.
21. Participated in the Two Day workshop on “Translation from Telugu to English” on 10th & 11th December, 2019 organized by CSTD, Dr. BRAOU.
22. Participated in the Three Day 41st All India Public Relations Conference held from 13-15, December, 2019 at Hyderabad on the theme “CSR: A Brand Building Gateway for Corporates”.
23. Participated in a two weeks Online Capacity Building Programme for Teachers in Higher Education on “Blended Learning in Higher Education Institutions” from 14th to 25th March, 2022 organised by Dr. BRAOU in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA).

WEBINARS:

24. Participated in virtual workshop on “Research Methodology and Hands on Learning” organized by School of Tribal Resource Management, Kalinga Institute of Social Sciences (KISS) Deemed to be University, Bhubaneswar, Odisha from 2-6, August, 2021.
25. Participated in One Day National Webinar on “Role of Teachers in NEP Implementation – Awareness, Orientation, Challenges & Responses” organized by

Telangana University in association with Bharatiya Shikshan Mandal (Telangana Prant) on 12th August, 2021.

26. Participated in the special lecture on “Cultural Journalism” organized by Dept. of Journalism and Mass Communication, KUVEMPU University, Karnataka on 25th August, 2021.
27. Participated in the special lecture on “Cultural Journalism” organized by Dept. of Journalism and Mass Communication, KUVEMPU University, Karnataka on 27th August, 2021.
28. Participated in the special lecture on “Documentary as an Alternative Medium” organized by Dept. of Journalism and Mass Communication, KUVEMPU University, Karnataka on 30th August, 2021.
29. Participated in the Two Day National Virtual Seminar on “Changing Contours of LIS in the Information Age” organized by Dept. of Library Science, Dr. BRAOU on 3rd & 4th September, 2021.
30. Participated in the Webinar of PRATIBHA WEBINAR SERIES on “Civil Services as a Career-Charisma and Challenges” organized by Dept. of Public Administration, Dr. BRAOU on 25th September, 2021.
31. Participated in One day training programme on “Online Teaching Tools and Content Management” organized by CSTD, Dr. BRAOU on 27th October, 2021 through ZOOM.
32. Participated in the Webinar of PRATIBHA WEBINAR SERIES on “Civil Services Examination: Preparation and Execution” organized by Dept. of Public Administration, Dr. BRAOU on 12th June, 2022.
33. Participated in One day training programme on “Online Teaching Tools and Content Management” organized by CSTD, Dr. BRAOU on 27th October, 2021 through ZOOM.

EXAMINATIONS DUTIES:

S.No.	Type of Examination Duties	Duties Assigned
1	Paper setting for B.A., M.A. Programmes of various Universities/Institutions.	Paper Setting
2	Moderation of B.A. & M.A. Question papers	Moderation of Question Papers
3	Evaluation & Revaluation of Answer Scripts of B.A. & M.A. programmes of various Universities/Institutions.	Paper Valuation
4	B.A./M.A. and other Examinations conducted by the University like B.Ed/B.Ed(Spl), MPhil, Ph.D	Observer, Invigilator and Squad Member
5	TSEdCET	Observer

PUBLISHED RESEARCH ARTICLES IN JOURNALS

S.No	Title with Page Number	Journal Name	ISSN/ISBN
1	Emerging Trends in Public Relations: Critical Analysis Page No: 162	Ethiopian Journal of Asian Studies (Quarterly Journal)	2224 – 4735 Volume – V, Issue – 3 July-September, 2015
2	The Role of Journalism in India Page No: 9	International Journal of Multidisciplinary Advanced Research Trends (IJMART)	2349 – 7408 Volume – III, Issue -3 July, 2016
3	Public Relations in Film Industry: A Case Study of Tollywood Page No: 156	International Journal of Multidisciplinary Educational Research (IJMER)	2277-7881 : Peer Reviewed & Referred International Journal Volume – 9, Issue 2(2), February – 2020

PAPERS PRESENTED IN CONFERENCE / SEMINARS

S.No	Title with Page Number	Journal Name	ISSN/ISBN	Organised By
1	Social Status of Women – Indian Historical Perspectives Page No: 229	Two Day International Conference on “Women in 21 st Century: Challenges and Opportunities”	2348 – 4969 UGC Approved Journal Volume – 5, Special Issue – 1, February – 2018	Ch.S.D.St. There sa’s College for Women, Eluru, Andhra Pradesh
2	Community-Driven Inclusivity in Higher Education	Two Day National Seminar on “Higher Education in India: Issues, Challenges for Quality and Inclusiveness” held from 28 – 29 th January, 2024		Dr. BRAOU
3	Welfare Schemes and Programmes in Telangana and Andhra Pradesh – A Critical Analysis	Two Day National Seminar on “Evaluation of Welfare Schemes in Telangana State” held from 10 – 11 th February, 2024		Dr. BRAOU
4	Media and Society	Three Day National Seminar on “Reconstruction of Telangana State: Emerging Issues, Policy Interventions and Development Prospects” held from		Osmania University

		26 th – 28 th February, 2024.		
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SEMINARS / CONFERENCES / SYMPOSIUM CHAIRED / CONVENOR / RAPPORTEUR

S.No	Conference	Convener /Rapporteur	Organized by	Date & Place
01	International Conference on “Equipping the Unequipped: Empowerment through Knowledge, Technology and Skills (As Rapporteur)	Rapporteur	Dr BRAOU	Hyderabad 10 th to 12 th November, 2018
02	3 rd Telangana State Public Relations Conference on “Emerging Trends in Modern Public Relations” (As Convener)	Convener	Public Relations Society of India	Hyderabad 21 st April, 2022
03	National Seminar on “Media in Telangana: Present, Past and Future”	Co-Convener	Dept of Journalism and Mass Communication	10-11 th November, 2022

CONFERENCES / SEMINARS / WORKSHOPS ORGANIZED

S. No.	Status as Organizer	Title of the Conferences/Seminars	Organised by	Date(s) of Conferences/Seminars/ Workshops
1	Organizing Committee	41 st All India Public Relations Conference	PRSI Hyderabad Chapter	13-15, December, 2019
2	Organizing Committee	1 st Telangana State Public Relations Conference	PRSI Hyderabad Chapter	21 st February, 2016
3	Organizing Committee	2 nd Telangana State Public Relations Conference	PRSI Hyderabad Chapter	6 th August, 2017
4	Organizing Committee	3 rd Telangana State Public Relations Conference	PRSI Hyderabad Chapter	21 st April, 2022

5	Co-Convener	National Seminar on “Media in Telangana: Present, Past and Future”	Dept of Journalism and Mass Communication	10-11 th November, 2022
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MEMBERSHIPS:

- Life Member of Public Relations Society of India (PRSI)

AWARDS:

- Best Public Relations Counsellor – 2022 by Public Relations Society of India (PRSI), Hyderabad Chapter.

LANGUAGES KNOWN:

- Telugu, English and Hindi (Reading, Writing and Speaking)

PERSONAL PROFILE:

- Father Name : Kambhampati Mutyalu
- Date of Birth : 15th June, 1983
- Gender : Male
- Marital Status : Married
- Nationality : Indian
- Address : Department of Journalism and Mass Communication,
Dr. B.R.Ambedkar Open University, Road No: 46, Jubilee Hills,
Hyderabad – 500 033

(Yadagiri Kambhampati)