

BIO-DATA

NAME Sanjay Vasant Ranade

ADDRESS 401, Guruprerana, Jai Ramkrishna CHS,
Mithagar Road,
Mumbai - 400081

DATE OF BIRTH March 16, 1967

EMAIL sanjayvranade@yahoo.com

SOCIAL NETWORKING

<http://www.youtube.com/user/sanjayvranade>
<http://in.linkedin.com/pub/dr-sanjay-ranade/7/956/631>
<https://twitter.com/sanjayrranade>

LANGUAGES KNOWN English, Marathi, Hindi

ACADEMIC QUALIFICATIONS

2012

Doctorate from the Rajiv Gandhi Centre for Contemporary Studies, University of Mumbai. The title of my thesis is *'What Makes News In India, A Recipient Point of View of Political News in India'*. This was an exploratory study to understand what, according to newspaper readers, is news, especially political news.

1989

Post graduate diploma in journalism and mass communication from K J Somaiya Institute of Journalism and Mass Communication.

1987

Bachelor degree in Commerce from University of Mumbai.

OTHER LEARNING EXPERIENCE

2016

Therapeutic Musician, a course certified by the Sur Sanjeevan Trust of Pandit Shashank Katti

2004

'Kirtanalankar', Akhil Bharatiya Kirtan Sanstha, D L Vaidya, Marg, Dadar, Mumbai - 28. This is a three-year part time certificate course that teaches the folk form of Haridasi Kirtan that involves a stand up and talk show involving drama, music and storytelling.

WORK EXPERIENCE

January 2, 2015 till date

Associate Professor, Department of Communication and Journalism, University of Mumbai.

December 2013 to December 31, 2014

Professor and Director, School of Media and Communication, Jagran Lakecity University, Madhya Pradesh.

July 2003 to December 2013

Associate Professor and Head, Department of Communication and Journalism, University of Mumbai.

I set up the Department of Communication and Journalism in the University and started the two years full time Masters' Degree Course in Communication and Journalism. This was my first experience of formal teaching. We teach media, communication and journalism studies.

The department now offers a Master of Arts in Public Relations and a Master of Arts in Electronic Media, a Master of Arts in Film Studies, a Master of Arts in Television Studies, a certificate course in Radio Jockeying and Documentary film Making as well as a PhD in Communication and Journalism.

We have 200 students in a given year in the department.

I am also a PhD research guide in the University and have seven students registered with me doing research in topics as varied as media ethics, newspaper as a pedagogical tool and film theory.

January 2010 to January 2013

Adjunct Research Fellow with Monash University, Melbourne, Australia. I am studying the *Koli* (fisher) community in Mumbai since 2006.

April 2003 to July 2003

Editor, Popular Prakashan Private Limited. This is a Mumbai-based publication house that produces books in all languages including fiction and nonfiction.

February 2002-June 2002

Group News Coordinator, Lokmat Group of Newspapers. *Lokmat* is a daily newspaper published in Marathi, Hindi and English and has 13 editions across the state of Maharashtra. I directly reported to the CEO and chief editor Kumar Ketkar and was in charge of all reporting in the Group.

May 2001 to January 2002

Press adviser to the Union Minister for Power, Mr Suresh Prabhu. I prepared and implemented an all India road show to introduce and create awareness about the new Electricity Bill.

December 2000 to April 2001

Media strategist and analyst with Raabta Communications Pvt Ltd (RCPR). I was national coordinator of client servicing for this Public Relations company. I strategised and implemented PR plans for clients across the country. The company had offices in Mumbai, New Delhi, Bangalore, Chennai, Hyderabad and Calcutta. RCPR was formed after a group broke away from Abacus ICC.

June 2000 to December 2000

Media consultant with Abacus ICC. This is a subsidiary of the Triton Group. I helped in the media relations exercise of the company mainly through preparing dockets and media releases for the company.

November 1999 to April 2000

Deputy General Manager in charge of news at *IN TIME*, the daily news bulletin of IN MUMBAI, a cable TV operation of the Hinduja Group. It was my responsibility to produce two news bulletins, one in Marathi and one in Hindi every day. I had a staff of 48 people from runners to camera attendants, technicians and journalists working with me. I was responsible for the entire

postproduction and news content of the two bulletins. I also anchored the news in both the languages and designed montages for other programmes.

October 1997 to November 1999

Senior metro correspondent, *The Times of India*, Mumbai. My job was to cover all news, which included crime, civic and local affairs, politics, religion, communities and the commodity markets. As one of the two senior correspondents in the newspaper, I also stepped in to take charge of the reporting section when my immediate superior was on assignment or leave.

September 1996

I set up *IndiaMoney* to take charge of India operations of Emerging Markets Data Plc, a Dublin based on line news agency. Emerging Markets had a home page on Bloomberg L.P., U.S. It provided news and features from India, Israel, Turkey and Russia on this site. My job was to ensure that reports from the bourses, specifically the Bombay stock exchange and the National stock exchange reached Dublin twice daily. These were online reports that gave the status of the markets at lunch India time and at close India time. The focus was on indices, prices of the Bombay Stock Exchange's sensitive index and other blue chip shares and quotes from brokers and analysts. I hired stringers to do this job.

May 1995 to August 1996

Senior Correspondent with *Television International*, a 24-hour news and current affairs channel of the Business India group of companies. It was my job to report on the markets across the board for the channel. This included the capital markets, call markets, foreign exchange market and the bullion market. I also covered local news and politics for the channel.

November 1989 to April 1995

Staff Reporter with *The Times of India*, Mumbai. I covered the crime beat and later the civic affairs beat extensively for the newspaper. I ran a column "Civic Affairs" that appeared every Monday. I covered the Kumbh Mela at Nashik, the earthquake at Latur, the riots and bomb blasts in Mumbai.

September 1989 to October 1989

Trainee Reporter with *The Indian Post*. I covered the law courts for this newspaper.

Awards

My Marathi play *Archimedes* won the first prize in the 1999-2000 All India Playwright's competition for All India Radio. This was a national competition conducted by the All India Radio, the government-owned radio broadcasting company.

Research projects

PUKAR PROJECT

I was research fellow for Partners for Urban Knowledge, Action and Research (PUKAR) in 2005 and conducted an year long research on '*Why Maharashtrians do not make Entrepreneurs*'. I guided ten students to explore the reasons why Marathi speaking people in Mumbai did not appear to be inclined to do business and preferred to take regular jobs instead.

The research for PUKAR led to the discovery of a Marathi speaking community, the *Panchal* community, with a population of about 20,000 living in the Mumbai and Thane districts of the western coast of the state of Maharashtra. For two years from 2006 until date, I have been studying this community. In this community if one is not self-employed, then such a person is looked down upon. I have been studying how this community has come to be so different from the other Marathi speaking people. I conducted in depth interviews with about 40 people from this community to understand their history, their motivations and their social attitudes. I have initiated a survey of the community to understand the social and economic status of this community. I presented a paper based on preliminary findings about the communication processes within the community at the Indian Social Science Congress in December 2007.

UGC Major Research

I was co-investigator in a study being conducted by Dr Kiran Thakur and funded by the University Grants Commission. The study titled 'Language of English Newspapers in India' deals with the usage of English language in newspapers.

PUBLICATIONS

2001 - *Where Ends Collide*, novel in English won the third prize for the www.oxfordbookstore.com eauthor 2.0 competition, 2001. This was an international competition in which at least 1600 participants from India and abroad had

participated. The competition was online and the first three winning novels were published online on the website. You can still access the novel on the website. Among the judges of the competition were Mr M J Akbar, Editor of Asian Age, Ms Tasleema Nasreen, Bangladeshi writer, Mr Vikram Chandra, Indian writer in English and three others.

2005 - *Mehmood - Man of Many Moods*, original in Hindi by Hanif Zaveri translated into English by Sanjay Ranade, ISBN 81-7991-213-2, Popular Prakashan, Mumbai, 2005.

2006 - *Overcoming the Dark Cloud of Despair* and *The Active Power of the Pledge*, in *The Best of Speaking Tree*, Bennett, Coleman & Co.Ltd, New Delhi, 2006.

2008 - *The Kolis of Mumbai at Crossroads: Religion, Business and Urbanisation in Cosmopolitan Bombay Today* – This paper was presented to the 17th Biennial Conference of the Asian Studies Association of Australia in Melbourne 1-3 July 2008. It has been peer reviewed via a double blind referee process and appears on the Conference Proceedings Website.

2009 - *Communication Skills for the Media Entrant*, Registrar, University of Mumbai, 2009

2010 - *Challenging the Gutenberg legacy, Printing as Mass Medium Before Gutenberg*, Critical Enquiry, vol II, Issue IV, Oct-Dec 2010, ISSN 0975-0096. This paper has been included as teaching material in the UNESCO journalism syllabi course titled Media and Society, 2nd Year Module in Three-Year Bachelor's Degree.

2012 – *Public Service Broadcasting in India, Public Service Broadcasting and Its Role in Raising Civic Consciousness – Case Studies from Asia*, Ed Sundeep R Muppidi and Premila Manvi, Friedrich Ebert Stiftung, Nanyang Technological University, 2012.

2013 – *The Journey of an Indian Sudra Caste from Artisans to Entrepreneurs to Capitalists: The Visvakarma Panchals* in L Brennan and A Weigold (eds), *Re-thinking India – Perceptions from Australia*, New Delhi, Readworthy Publications

2013 – *Muslim Saints and Hindu Fundamentalism: Co-existence amongst the Tribal Koli of Mumbai*, co-authors Marika Vicziany, Jayant Bhalchandra Bapat in L Brennan and A Weigold (eds), *Re-thinking India – Perceptions from Australia*, New Delhi, Readworthy Publications

2012, *Exploring the diegesis of the Haridasi Kirtan – a critical study*, paper presented at the 5th International Round Table Conference, October 16-18 organized by Asian Research Center for Religion and Social Communication (ARC), Saint John's University in Bangkok (Thailand) in collaboration with Mudra Institute of Communications, Ahmedabad (MICA), and TALEEM Research Foundation, Ahmedabad.

2015 *The family as the centre of the global information discourse*, paper presented at BRICS and a New Information Structure, An international seminar, Maulana Abul Kalam Azad Institute of Asian Studies, Kolkata, January 5, 2015

2015 - *'Indian' Values in Asian/Global Journalism*, Working paper presented at the seminar on 'Mindful Communication for Asian Integration, Communication Arts Faculty, Chulalongkorn University, Bangkok,, Thailand, December 14-15.