

DR. TRIVENI GOSWAMI MATHUR

Visiting Faculty – Media and Communication
Freelance Writer, Trainer and Communications Consultant

Educational Qualifications

- PhD in Communication & Journalism, University of Pune (2006)
'Magazines on the Internet: An Analytical Study of Production Processes and Readership of Online Periodicals in India'
- MA in English, University of Pune (1987)
- B.A. in Communication and Journalism, University of Pune (1986)

Work Experience: 22 years (Academics & Journalism)

- A. Academic Director, Kaveri Group of Institutes, Pune (2007 – 2010)**

Responsible for conceptualizing, designing and structuring a detailed strategy and action plan for growth and development of the institute

- Initiated, planned and executed Quality Improvement Systems in all educational units (K-12, Senior College) in a bid to move towards Quality School Governance accreditation from NAAC and NABET
- Designed value-added modules in Communication Skills to improve students employability quotient
- Initiated “Introduction of ERP” module in association with SAP India University Alliance Programme
- Designed and ensured implementation of various performance enhancement initiatives in Kaveri Group:
 - Performance Based 360 degree appraisal system for faculty and staff
 - Unique “Innovative Teaching” Tracking Method
 - Faculty Exit Interview systems
 - Customized need-based training programmes for teachers and imparted training.
- Coordinated Counselling Units across institutes and initiated method to track smooth transition of referred students and standardization of procedures.
- Monitored infrastructural development like library and computer laboratories.
- Wrote the Group Mission Statement and Objectives to give a methodical direction to the institutes.
- Was responsible for all interaction and finalization of group logo, brochures, brand building activities.

B. Teaching and Academics:

- Have been guiding, mentoring and counseling PG students in formulating research proposals for higher education projects and scholarships to universities in UK and USA.
- Member of Board of Studies of St. Mira’s College, Pune (NAAC -A+) for Commerce and Arts.
- Member of M.Phil Sub-Committee on Media and Communication for Shivaji University, Kolhapur
- Resource person for “ key competency courses”, workshop on Syllabus Revision of Vocational Courses, University of Pune
- M.Phil guide for Madurai Kamaraj University
- Facilitator of Confederation of Indian Industries (CII) Affirmative Action Initiative on Soft Skills and Personality Development - 2006
- Participated in National Knowledge Commission meeting of heads of institutions of higher education and National Seminar on Education-Industry Linkages by BMCC, Pune

- Addressed and conducted an International Librarians' Network workshop (webcast) on "Assertive Skills."
- Was involved in initiating e-learning programme in Management Studies in a leading educational institution in Pune.
- Have been involved with formulation of syllabus modules for journalism & communication and conducting communication skills workshops for educational and corporate institutions, besides teaching reporting, editing and writing for print and cyber media and communication skills,
- Conducting "Effective Communication for teachers" programs at higher education level

Specialization in Print and Cyber Media & Communication Skills

- Visiting Faculty at Symbiosis Institute of Mass Communication,, Fergusson College (BSc Physics – Mass Com), University of Pune, Department of Communication and Journalism, Symbiosis Institute of Business Management, , ICFAI University's Business School , and Mitramandal Marathwada College of Commerce – Journalism Programme of University of Pune (1998 – Present)
- Lecturer, Department of Communication and Journalism, University of Pune
Ranade Institute Campus, F C Road, Pune (1999 – 2001)
 - *Teaching Writing, Language and Communication skills, Editing and Graphic Communication*
 - *Conducted and participated in national level seminars on media and communication technology*
 - *Faculty in-charge of students' experimental journal*

C. Communications Consultant & Freelance Journalist (1996-Present)

- Freelance writer and communications consultant including editing and production of corporate house journals.
 - Content writing for prominent Pune-based news and features website
 - Planning and editing of corporate journals
 - Writing/presentation of entire text for computer – aided educational slide presentations
 - Feature writing on business and social issues in various newspapers like *The Hindustan Times*, *Indian Express*, *The Times of India*, *Pune* and *Femina*, exclusive business features in *The Telegraph*, Kolkata
 - Writing detailed user manuals for software firms
- Responsible for the development of a children's website for **Terres Des Hommes (Germany) India Programme**, based in Pune. Besides being involved in presentation and content writing for the web site on children's rights and corporate sector interaction, wrote a column for *The Times of India's* Newspaper in Education supplement promoting the cause of children's rights. (2001 - 2002)

D. Journalism

- **THE INDIAN EXPRESS:** Reporter (1988-1989)
- **THE PRESS TRUST OF INDIA (P.T.I.)**
Pune and Guwahati Bureaux - As Staff Reporter (1989 –1995)
Wide experience in reporting on issues including Social and Human interest stories, Corporate and Industrial, Science and Technology, Legal, Political and extensive feature writing.
- **MAHARASHTRA HERALD, Pune**
As Sub-editor/Reporter (1995 –1996)
Complete news selection and editing, computer-based page layout, writing special features in daily editions and supplements.

Published

- Academic paper on "*Copyrights and Ethics in Internet Journalism*" in a monograph published by University of Pune's, Department of Communication and Journalism (2001)
- Academic paper on "*Why Advertise on the Internet*" in **SIBM Essays in Management**, published by Symbiosis Institute of Business Management (2003)
- Paper on "*Disseminating Women's Information and Knowledge Through Media*" at International Conference on Empowering Women Through Information and Knowledge: From Oral Traditions to ICT, organized by SNDT Women's University, Mumbai and Centre for Women's Development Studies, New Delhi. (2003)
- Presented paper on "*Art of Development Reporting*" at National seminar organized by Press Institute of India (2001)

Affiliations and Scholarships

- Member of Rotary Club of Pune Pashan
- Member of the Editorial Group of the International Federation of University Women (IFUW), Geneva - February 2006 – April 2007
- Scholar of Rotary International Foundation's Group Study Exchange Program from India (Dist 3130) to Los Angeles, U.S.A., in April - May 2002. Participated in editorial meetings in **Los Angeles Times, Daily Breeze, Larchmont Chronicle** and addressed faculty and students of Journalism Department, **University of Southern California, Long Beach and Annenberg School of Communication, California.**

Co-Curricular Activities:

- Conceptualized and executed unique international school partnership project "**Bond Forever**" for **Commonwealth Youth Games 2008, held in Pune** involving 70 Pune schools with 70 participating Commonwealth countries.
- Acting - Stage: Recipient of All Assam Best Actress award, 1985.
Acted in English and Assamese plays on stage and radio productions
Screen: Recipient of Best Supporting Actress Award, 1987, awarded by Eastern India Motion Pictures Association.
- Have written scripts for documentaries and done voice-overs besides compering several exclusive programmes of leading Indian artistes.
- Painting : Tibetan Art of Arunachal Pradesh