

Curriculum Vitae

Dr. Swati Bute

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Personal Details

Name:	Dr. Swati Bute
Born:	March 11, 1974
Marital Status:	Unmarried
Nationality:	Indian
Gender:	Female

Profile Summary

Dr. Swati Jaywantrao Bute is Ph.D. in Mass Communication and Journalism from University of Pune. Previously she worked as an Assistant Professor at National Institute of Health and Family Welfare, New Delhi, full time Professor at International School of Business and Media, Pune, Full time Professor, Indira School of Communication, Pune, Visiting Faculty at Suryadutta School of Communication Pune, Research Associate with Manibhai Desai Training Centre (BAIF), Pune, Editor for UNICEF funded feature service "Bal Mitra" at Bhopal, Researcher and Script Writer with Audio-Visual Research Centre, Indore, Media Consultant and Editor with Bhopal based NGO "Aarambh", Free lance Script Writer, Presenter, Narrator with "Radio Veritas" Indore and casual compeer with All India Radio (Khandwa, Indore, Bhopal stations).

Educational Qualification

Ph. D. in Mass Communication and Journalism - 2008

Department of Communication and Journalism, University of Pune, India

Topic - "Reporting Science and Technology in Print and Electronic Media" - Content Analysis of Two mainstream Newspapers (The Times of India and The Hindu) and Four TV channels (Doordarshan, Aaj Tak, Discovery India, National Geographic Channels India)

Masters in Science and Technology Communication (MSTC) - 1999

Devi Ahilaya Vishwavidyalaya, Indore, India - Ranked first with distinction

Specialization - Science and Technology Communication

M.S.T.C. Thesis - Production of Documentary Film (Two Parts) on "Leprosy" at Audio Visual Research Center Indore for UGC's education program telecast on Doordarshan (National Channel).

Part I – Physiological and Social Impact of Leprosy - Title of the Documentary Film – *Khule Aakash ki Khoj Main*

Part II – Social and Psychological Impact of Leprosy - Title of the Documentary Film – *Khamosh Galiyare*

Masters in Science (M.Sc.) – Organic Chemistry - 1995

Girls Degree College, Khandwa – University - Dr. Harisingh Gaur University Sagar, India

Specialization – Drugs

B.Sc. in Biology Science - 1993

Girls Degree College, Khandwa – University - Dr. Harisingh Gaur University Sagar, India

Professional Experience

Assistant Professor (Contract) – **Department of Communication**

Major Area - Health Communication

Organization – National Institute of Health and Family Welfare, New Delhi

Duration - Two Years and Eight Months (December 2009 to August 2012)

Job and Responsibilities

Major Projects

A. Core Team Member - One Year Certificate Course in Health Promotion

1. Developed Course Design
2. Written two chapters for the modules
 - Chapter - Information, Education and Communication Strategies for Health Promotion
 - Chapter - Approaches to Communication for Health Promotion

B. Member Secreatry of the team constituted for the development of **Draft Course Curriculum for 18 Months Training of Multi Purpose Health Worker (MPHW).**

Classes

1. Regular classes of PG Diploma in Health Management
2. Regular Classes of MD (Public Health) First and Final Year Students
3. Distance Learning Courses
4. Courses organized by faculties of different Departments

Research Work

Submitted research proposal for “A Study on Interpersonal Communication Patterns among Particularly Vulnerable Tribal Groups of Madhya Pradesh and Maharashtra regarding Reproductive and Child Health (RCH)

Team Member in completed research studies

“Hand-washing Practices during New Borne Care”, Study area - Four districts of Uttar Pradesh - Department of Communication, NIHF, New Delhi

“End line Evaluation of Mother NGO’s”, Study area – “Four districts of Uttarakhand - Department of Social Sciences, NIHF, New Delhi

“Impact Assessment of IEC Strategy for Prevention and Control of Deafness”, Study area, Districts of Uttarakhand and Gujarat, Department of Communication, NIHF, New Delhi.

Field Assignments

Participated as a **Core Group Member in a State Strategy Planning Workshop** for Developing State Strategy for **Behaviour Change Communication** at Jaipur, Rajasthan, jointly organized by SIHF Rajasthan and UNICEF from 30th April to 2nd May 2010.

Participated in Making a **Health Sub-Plan for Jodhpur District of Rajasthan** for RCH under National Rural Health Mission Program from 7th to 12th May 2010.

Participated as a **Facilitator in Agra BCC Regional Workshop** organised by Futures Group Organization on 25th - 26th May 2010.

Participated as a **Resource person in Behaviour Change Communication Workshop for Planning BCC Strategy for Uttarakhand, organized by Futures Group, New Delhi, 24-26th November 2010, Nainital.**

Attended **4th Common Review Meeting (CRM) of NRHM, Ministry of Health and Family Welfare, New Delhi**, Visited - Lakhimpur District of Assam.

Visited Tripura for Training of District Health Officials - BCC and IEC in NRHM

Visited Nagaland for training program on “Developing Behaviour Change Communication Strategy for District Media Experts”.

Training Course Organized

One week training course (Co-ordinator of the training program) on “Capacity Building in Developing State Specific Behaviour Change Communication Strategy” for District Media Experts of two States (Assam and Meghalaya).

Two Days Brainstorming Session for Strengthening and Development of Public Health Museum (Coordinator) from 19-20 September 2011.

Co-coordinator in the Training Course on Prevention and Combat of Trafficking with Special Focus on Children and Women – 28-30 September 2011, Department of Social Science, NIHFWS, New Delhi.

Events Organized

Global Hand Washing Day on 15th October 2010

World Health Day on 7th April 2011

Mentor for Research Projects

Two students of One Year Certificate Course in Health Promotion

Two students of One Year Post Graduate Diploma in Health Management

Topics for research projects –

1. Poor Utilization of Institutional Delivery Services in Government Hospitals, A Case Study of Jaipuriya Hospital, Jaipur.
2. To Study/ Evaluate various IEC Concerned Activities Pertaining to Health Promotion in Homeopathy in North West District in Delhi.
3. Performance evaluation of ANM and ASHA's during Village Health Nutrition Day in Samba District of Jammu and Kashmir

Report Writing

Report on “Two Days Brainstorming Session for Development and Strengthening of Public Health Museum” at NIHFWS, New Delhi

Articles Reviewed

1. Governing Health beyond Realms of Medicine – authored by Dr. Neera, Dr. S.K. Chaturvedi and Prof. Deoki Nandan for International Journal of Mental Health System.
2. Misleading Advertisement Concerning Health in India - The First Rule is That There is No Rule.
3. Development and content validation of a tool to gauge knowledge of Zoonoses among medical graduates.
4. Media, medical news and the common man.
5. Socio-demographic profile of substance abusers attending De-addiction centre at police hospital, Srinagar, Kashmir.
6. Stress levels and its associated factors among bank employees - A cross sectional study in a South Indian city.
7. Violence by intimate partners in educated women of central karnataka.
8. A study to assess health related practices of mothers for their infants attending growth and development clinic in an urban slum.
9. Perceived sources and factors of stress affecting dental school environment.
10. The role of electronic media on the use of tobacco in rural high schoolchildren.
11. Behaviour related to safe driving among college youth in an industrial township.
12. Stress related anxiety disorders in XII standard science stream students.

13. Comments on Domestic violence against women and their mental health status in a colony in Delhi.
14. Gender Mainstreaming in Medical Education- A Feedback from Medical Educators.

Publication

1. **Research paper** on Reporting Science and Technology in Print and Electronic Media, presented in 11th PCST, an International Conference on Public Understanding of Science Communication.
2. **Research paper** on “Digital Media as Community Media”, presented in International Conference on Changing Paradigms of Media Landscape in the Digital Age- Issues and Perspectives (With special reference to Rise of Social Media (March 4-5,2011), Jaipur.
3. **Publication in Journal:** “Reporting Science and Technology in Print and Electronic Media”, Inter-Disciplinary Journal for Science Communication and Journalism, Science Communicator, Volume 02, Issue – 1, January 2011.
4. **Publication in Book of Proceedings:** Research Paper on Imagination VS Intelligence (sub theme - Science Fiction), International Conference on Science communication organised by National Institute of Science Communication and Information Resources (NISCAIR), **paper presented as an invited speaker**
5. **Chapter for Book:** "Social Media and the New Academic Environment: Pedagogical Challenges", Chapter - **Integrating Social Media and Traditional Media within the Academic Environment**, Publisher - IGI Global, Editor - Dr. Bogdan Patrut, Dr. Monica Patrut, and Dr. Camelia Cmeciu "Vasile Alecsandri" University of Bacau and "Danubius" University of Galati, Romania– **In process**
6. **Chapter for module** – Introduction to Health Communication, Module – 7 – Information, Education and Communication Strategies for Health Promotion, National Institute of Health and Family Welfare, New Delhi.
7. **Chapter for module** – Information, Education and Communication for Health Promotion, Module – 7 – Information, Education and Communication Strategies for Health Promotion, National Institute of Health and Family Welfare, New Delhi.
8. **Chapter for Module** – Approaches to Communication for Health Promotion, Module – 7 – Information, Education and Communication Strategies for Health Promotion, National Institute of Health and Family Welfare, New Delhi

Editing

Edited Scripts for Public Health Museum - Malaria/ Filarial/ Japanese Encephalitis/ Dengue/ Kala Azar/ Chikengunya/ Blindness/ Breast Feeding/ Cancer/ HIV-AIDS/ Arthritis/ Mental Disorder/ Tuberculosis/ Respiratory Diseases/ Swine Flu

Research Proposal - Study on Hand-Washing Practices for New-Born Care in Uttar Pradesh.

Important Meetings

“MPW (Male) Training” on 15th July 2010 at National Institute of Health and Family Welfare, New Delhi.

NRHM consultation workshop on Training strategy and curriculum for MPH (male).

Attended core committee meeting for the finalization of remaining chapters of One Year Certificate Course in Health Promotion.

Meeting with Dr. A.K. Dass, Lal Bahadur shastri Memorial, New Delhi for the development of Public health Museum.

International Conferences/ Workshop

Reporting Science and Technology in Print and Electronic Media, 11th PCST, an International Conference on Public Understanding of Science Communication, 6 - 10 December 2010.

International Workshop on Changing Paradigms of Media Landscape in the Digital Age - Issues and Perspectives (With special reference to Rise of Social Media (March 4-5,2011) held in Jaipur, 4 - 5 March 2011 - **Presented Research Paper on Digital Media as Community Media.**

Media Literacy – Informed and Critical Citizenry, National Seminar on Media Education – Coping with Technology, Society and Culture, 19 – 20 December 2011, Pondicherry.

International Conference on Science Communication and Scientific Temper, organised by National Institute of Science Communication and Information Resources (NISCAIR), New Delhi - **Presented Research Paper as an invited speaker on Imagination VS Intelligence (sub theme - Science Fiction).**

International Conference on Education and Entertainment, 17 – 20 November 2011, New Delhi.

Workshops/ Training programs

International Workshop on Securely Exchanging Information Through Technology at Amity University, Jaipur, Rajasthan, 2 - 3 March 2011.

Asia Pacific International Workshop on Mental Health, 17 February 2011.

Strategic Behaviour Change Communication Planning Workshop attended as a resource person at Nainital, Uttarakhand, India, 24 - 26 November 2010.

Workshop on Developing New Modules for One Year Certificate Course in Health Promotion, 8 – 10 September 2010.

Training Course on “Training Technology for Health professionals” from 1 – 5th August 2011 at NIHFV.

Three days Training course on “**Administrative and Financial Skills**” for faculty of Medical College (5th to 8th January 2010).

Five days Workshop on “**Public Private Partnership in Public Health**” at Nainital, Uttarakhand from 26th to 29th April 2010.

One day **National Consultation on Repositioning Family Planning** for MCH in addition to Population Stabilization, organized by Ministry of Health and Family Welfare at Vigyan Bhavan New Delhi - 5th May 2010

Additional Work

Developed Public Health Museum -

- Scripts - Around 60 scripts were developed/ displayed
- Management and Coordination with -
 - WMO
 - Store
 - Electricity Department
 - Civil Department (carpenter)
 - Horticulture
 - Cleaning Staff

Management and Coordination of day-to-day activities of the staff attached with Public Health Museum

Meetings with the people from different organizations and department in the context of development of Public Health Museum

Visited different departments and organizations for collecting display material (Print/ A-V/ Models/ Exhibits) - (Around 30 A-V movies and several posters, brochures, booklets are collected)

Previous Jobs

Professor - International School of Business and Media, Pune, India

Duration – One Year (January 2009 – December 2009)

Job and Responsibilities - Classes, Course Design, Exams of **PG and UG Programs**

Subjects – Introduction to Journalism, Radio Production and Journalism, Global Comparative Media, Current Affairs

Professor - Indira School of Communication, Pune, India

Duration – One Year (May 2006 – August 2007)

Job and Responsibilities - Classes, Course Design, Exams of **PG and UG Programs**

Subjects – Radio Production and Journalism

Research Associate – Manibhai Desai Training Centre for Management, Pune, India

Duration – One Year (September 2002 – October 2003)

Job Responsibilities - Research – Malnutrition in Tribal Women of Surat District of India -
Co-relation between Food Intake and Workload

Study Area – Tribal District of Gujarat

Casual Compeer - All India Radio, Bhopal, Indore, Khandwa (for Yuva-vani Program)

Duration – Six Years (1996 - 2002)

Job Responsibilities - Live presentation, Script writing, Program planning, Recording, Editing, Dubbing

Media Consultant & Editor - Aarambh NGO, Bhopal

Duration – Two Years (April 2000 – April 2002)

Job Responsibilities - Publication of Quarterly Newsletter, production of posters and other media material

Editor - Feature Service - Bal Patrika funded by UNICEF Bhopal

Duration – April 2000 – April 2002

Major Duties - Publication of Quarterly newsletter

Trainee Script Writer and Researcher - Audio Visual Research Centre, Indore

Duration – One Year (April 1998 – April 1999)

Job Responsibilities – Written Scripts for Documentary Films - Telecasted on Doordarshan (Public Broadcast Service of Govt. of India)

- **A Silent Journey – Leprosy – Physiological and Sociological Impacts**
- **Hope Galore – Leprosy – Psychological, Sociological and Economic Impacts**
- **Vitiligo – A White Curse?**
- **Leprosy**
- **Rabies**
- **Joint Disease – Arthritis**
- **Beautiful Valise of Baster and memories of Dutch Festival**
- **Diabetes – The Sweet Poison**
- **Polio – Childhood disabled**

Stories Published in Newspapers

- Hindu Culture: In need of scientific perspective
- Sardar Amrick Singh: Doctor with heart
- Medical Bazaar: This place has a pill for all
- Dr. Shakuntala Sinha – The Active Head of the Department
- College of Nursing – Human service comes first

Articles published in newsletters

- The home where dreams come true
- Child-line – A Mobile Service for Street Children

Language Skill

Language	Written	Spoken
English	Good	Good
Hindi	Good	Good
Marathi	Fair	Fair

Professional Awards and Honours

Research Stipend – University of Pune.

Devi Ahilaya Vishwavidyalaya's Scholarship for the Degree of Masters in Science and Technology Communication, sponsored by Department of Science and Technology, New Delhi.

Workshops attended in the past

- epiSTEME 3: International Conference to review research in science, technology and mathematics education, January 5-9, 2009, Homi Bhabha Centre for Science Education, TIFR, Mumbai
- Scientific Writing and Communication Skills, 9-10 February 2008, University of Pune.
- 92nd National Science Congress, January 3 - 7, 2005, Ahmedabad, Gujarat.
- 4th National Science Communication Congress (NSCS-2004), Jointly organized by – National Council for Science and Technology Communication (NCSTC), yuva vigyan parishad (YVP), Indian Science Writers Association (ISWA) Gwalior, M.P., 20-24 December 2004.

Name of Referees

Dr. Kiran Thakur - Former Professor and Head, Department of Communication and Journalism, University of Pune

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Dr. Raja Pokharapurkar - Former Professor and Faculty, University of Pune

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Dr. Ujjawala Barve - Reader and Head, Department of Communication and Journalism, University of Pune, Ranade Institute Building, Ferguson College Road, Deccan, Pune, M.H., India, bujawala@yhaoo.com

Yours sincerely,

Swati Bute, Ph.D.