

## DEPARTMENT OF BUSINESS COMMUNICATION

**CLASSES/DIVISIONS TAUGHT: F.Y.B.COM (A/B/C/D)**

### **FACULTY:**

1. NAME: **MRS SUCHARITA SARKAR**  
QUALIFICATIONS: M.A., N.E.T.  
EXPERIENCE: 16 YEARS +
2. NAME: **MRS VANDANA PADAMPALLE**  
QUALIFICATIONS: M.A., B.ED.  
EXPERIENCE: 3 YEARS +

### **STAFF ACHIEVEMENTS:**

#### **MRS. SUCHARITA SARKAR**

- ▶ Authored a commissioned book ***English in Use: Book 1: Oral Communication for S.Y. B.A. course at Yashwant Rao Chavan Maharashtra Open University, Nashik.*** Ed. Anusha Ravichandran, Coordinator: Nagarjun Wadekar in 2015-2016 (Under Preparation).
- ▶ **Recognised as a teacher of for M.A. degree (by papers) in English by University of Mumbai** (vide letter no. PG/2/ICD/2014-15/21605 dtd 15 July 2014).
- ▶ **First Prize in Dharam S Hinduja Essay Writing Competition for Lecturers** organized by KPB Hinduja College in January, 2011 for essay on **“Women’s Empowerment: Reality or Myth?”**
- ▶ **Second Prize in Dharam S Hinduja Essay Writing Competition for Lecturers** organized by KPB Hinduja College in February, 2012 for essay on **“Are Other Sports in India being Neglected because of Cricket?”**
- ▶ **First Prize in Dharam S Hinduja All-India Essay Writing Competition for Lecturers, 2012-2013** organized by KPB Hinduja College in January, 2013 for essay on **“Honour Killing in India”**.
- ▶ **Second Prize in Dharam S Hinduja All-India Essay Writing Competition for Lecturers, 2013-2014** organized by KPB Hinduja College in January, 2014, for essay on **“Hundred Years Of Indian Cinema”**.
- ▶ **First Prize in Dharam S Hinduja All-India Essay Writing Competition for Lecturers, 2014-2015** organized by KPB Hinduja College in January, 2015, for essay on **“Restoring the Glory of the River Ganga”**.
- ▶ **Consolation Prize in Dharam S Hinduja All-India Essay Writing Competition for Lecturers, 2015-2016** organized by KPB Hinduja College of Commerce in January, 2016 for essay on **“Is the Male Psyche Ready for Women Empowerment?”**.
- ▶ Was awarded a Travel Grant by University Grants Commission for the seminar presentation in London, vide **Letter F. No. 6-497/2014(TG) dated 20 October 2014.**

## RESEARCH:

### MRS. SUCHARITA SARKAR

- ▶ Mrs. Sucharita Sarkar completed and submitted **Minor Research Project** titled **“Communication through Blogging: An Indian Perspective”**; UGC approval letter No. 23-1433/09 (WRO) dated 11/3/2010 in 2011-2012. Funds received: Rs. 34,600.
- ▶ Registered for **Ph.D** (ongoing) under the supervision of Dr. Rajesh Karankal at Dept. Of English, University of Mumbai, on the topic, **“Mapping Motherhood Narratives in India: A Study of Select Momoirs and Mom-blogs, 2000-2013.”** Successfully completed coursework in August, 2014.
- ▶ Has published 19 research papers in ISSN/ISBN accredited national and international publications.

#### ARTICLES IN ACADEMIC JOURNALS

1. “Voicing the Unspeakable: Indian Daughters Writing Mothers”. *Asiatic*, 10:1, June 2016. (Special Issue on South Asian Women’s Writing) Ed. M. Quayum. Pp 95-112. **ISSN 1985-3106**. <http://journals.iium.edu.my/asiatic/index.php/AJELL/article/view/746/617>.
2. "Juggling Two Rich Cultures: How Diasporic Mom Bloggers Negotiate the Hyphen". *Glocal Colloquies*, 1:1, May 2015, Central University of Jharkhand, pp. 195-213. Web. <http://glocalcolloquies.com/wp-content/uploads/2015/05/Sarkar-Sucharita-.pdf>. **ISSN 2454-2423**.
3. “Recipes of Home/s: Culinary Memoirs of the Indian Diaspora”. *Muse India*, Issue 62, Focus: Indian Diaspora writing, Jul-Aug 2015, pp. 1-11. Web. < <http://www.museindia.com/viewarticle.asp?issid=62&id=5935>>. **ISSN 0975-1815**.
4. “The Border as Resource: Revisiting the Partition”. *Cenacle: a Peer-Reviewed Annual Journal of English Literature and Language*, 1:5, Jan-Dec 2015. Pp. 29-38. **ISSN 2231-0592**.
5. “Maternal Affect and Journalistic Agency: Features by Three Pulitzer Prize Winning Women Journalists”. *Ruminations: the Andrean Journal of Literature*, Vol. IV, 2015. Pp. 77-87. **ISSN 2249-9059**.
6. “Back in the Enchanted Wood: An Ecocritical Re-reading of Enid Blyton’s Faraway Tree Stories”. *The Vishva-Bharati Quarterly*, New Series, 24:2/3, July-December 2015. Pp. 69-80. **ISSN 0972-043X**.
7. “Playing with Boundaries: Posthumanist Digital Narratives in *RealSelf.com*”. *Rupkatha Journal of Interdisciplinary Studies in Humanities*, 7: 1, 2015. Web. Pp. 82-90. **ISSN 0975-2935**.
8. “Part(ur)ition Pains: Representations of Maternal Trauma in Partition Discourse”. *Cenacle: a Peer-Reviewed Annual Journal of English Literature and Language*, Vol. 1. No. 4, Jan-Dec 2014, pp. 60-72. **ISSN 2231-0592**.
9. “The Cyborg ‘Mother India’: A Study of Indian Momblogs”. *Humanities Circle*, (Special Issue: Individual Agency vs. Hypermediated World), 2:2, July 2014. Pp. 65-84. **ISSN 2321-8010**.
10. “Made in India: Faith and the Ideology of Mass Culture”. *Ruminations: the Andrean Journal of Literature*, Vol. III, 2014, pp. 72-81. **ISSN 2249-9059**.
11. “New Media and Identity Construction in the Diaspora: A Study of Two ‘Probashi’ Bengali Blogs”. *Cenacle: a Peer-Reviewed Annual Journal of English Literature and Language*. Vol. 1. No. 3, January-December 2013. pp.75-85. **ISSN 2231-0592**.

12. "Ovid's Metamorphoses and the Internet: The Myth of Transformation and the Cult of Personality in Blogs". *Ruminations: the Andean Journal of Literature*, Vol. 2, 2013. pp. 223-234. **ISSN 2249-9059**.
13. "The Gentle Art of On-screen Murder: Investigating the Screen Adaptations of Agatha Christie's Detective Fiction". *Ruminations: the Andean Journal of Literature*, Vol. 2, 2012. pp. 23-33. **ISSN 2249-9059**.

#### **BOOK CHAPTERS IN EDITED ANTHOLOGIES**

14. "Reconstructing the Neo-Indian Mother through Memoir". In *We Need to Talk About Family: Essays on Neoliberalism, the Family and Popular Culture*. Eds. Roberta Garrett, Tracey Jensen and Angie Voela. Newcastle upon Tyne: Cambridge Scholars Publishing, 2016, pp. 245-269. **ISBN (13): 978-1-4438-9529-3**.
15. "Durga, Supermom and the Posthuman Mother India". In *Critical Posthumanism and Planetary Futures*, eds. Debashish Banerji and Makarand R. Paranjape. New Delhi: Springer India, 2016, pp. 159-176. **ISBN 978-81-322-3635-1**. (E-book **978-81-322-3637-5**).
16. "Re-discovery of Indias: Contemporary Writing for Children". *De-territorializing Diversities: Literatures of the Indigenous and the Marginalised*. Eds. Prem Kumari Srivastava & Gitanjali Chawla. New Delhi: Authorspress & Marietta, GA: WordTree, 2014. pp. 170-186. **ISBN 978-81-7273-926-3**.
17. "Stories' Digest: Narrating Identities and Cultures through Food in Blogs, Cook-Books and Advertisements in India". *Storytelling: Exploring the Art and Science of Narrative* (Ed. Sara Shafer). Oxford: Inter-Disciplinary Press, 2013. pp. 97-115. **ISBN 978-1-84888-235-5**.

#### **PAPERS IN CONFERENCE PROCEEDINGS**

18. "Why Mothers Need to Laugh...at Mothering". *The Proceedings of UGC-Sponsored Two-day National Seminar on Humour: Texts and Contexts*, pp 249-256. Parbhani: Newman Publication, 2015. **ISBN 978-83871-55-1**.
19. "Blogging across Borders – Memories, Recipes and Identity in the Diaspora". *Problematics on Ethnicity, Identity and Literature: Pre-Conference Proceeding Volume, ISEIL 2012*. Assam & Kolkata: SPS Education India Pvt. Ltd, 2012. pp. 851-858. **ISBN 978-81-924140-5-8**.

► Has presented papers at 7 national and 8 international conferences in India and abroad.

1. "Maternal Intimacies Online: How Indian Mom-bloggers Reconfigure Self, Body, Family and Community", **International conference** on *Intimacy and Belonging in Contemporary India* at Indian Institute of Advanced Studies, Shimla, on 4-6 April, 2016.
2. "Indigeneity and the Motherline: Contrasting Two Caribbean Women Writers", **UGC-sponsored National Seminar** on *Routing the Rootless: Explorations into the Literatures of Indigenous Cultures* at St. Andrew's College, Mumbai, on 11 September, 2015.
3. "Why Mothers Need to Laugh...at Mothering". **UGC-sponsored National Conference** on *Humour: Texts and Contexts* at S.S and L.S. Patkar College of Arts and Science, Mumbai, on 6-7 February, 2015.
4. "Creative Mothering in the Other-land: Blogs by Migrant Indian Mothers". **International Conference** on *Migrant mothers caring for the future: creative interventions in making new citizens* organized by Weeks Centre for Social and Policy Research, **London Southbank**

**University & Open University, Milton Keynes, at London, United Kingdom**, on 18-19 September, 2014. **Received UGC Travel Grant.**

5. "Maternal Affect and Journalistic Agency: Features by Three Pulitzer Prize Winning Women Journalists". **UGC-sponsored National Conference** on *Pulitzer Prize Winning Women Writers* at St. Andrew's College, Mumbai, on 12-13 September, 2014.
6. "Chinua Achebe and the Storytelling Parent". **International Conference** on *Remembering Chinua Achebe* at Department of Studies in English, Mysore University, on 20-21 March, 2014.
7. "Durga, Supermom and the Posthuman Mother India". **International Conference** on *Beyond the Human: Monsters, Mutants, and the Lonely Machine?* at Centre for English Studies, SLLCS, Jawaharlal Nehru University, New Delhi, on 20-22 February, 2014.
8. "Made in India: Faith and the Ideology of Mass Culture". **UGC-sponsored National Seminar** on *Faith and Ideology in Literature* at St. Andrew's College, Mumbai, on 30-31 August, 2013.
9. "From Sacrifice to Selfhood: Representation of the Mother in Hindi Films". **UGC-sponsored National Seminar** on *100 Years of Indian Cinema – Issues and Challenges in Retrospection* at Jhunjhunwala College, Mumbai, on 5-6 July, 2013.
10. "Re-discovery of Indias: Contemporary Writing for Children". **UGC-sponsored International Conference** on *De-territorializing Diversities* at Maharaja Agrasen College, New Delhi, on 6-7 February, 2013.
11. "Stories' Digest: Narrating Identities and Cultures through Food in Blogs, Cook-books and Advertisements in India". 3<sup>rd</sup> **Global Conference** on *Storytelling: Global Reflections on Narrative* organized by Inter-Disciplinary.Net, U.K., at **Salzburg, Austria**, on 4-6 November, 2012.
12. "Memories, Recipes and Identity in the Diaspora". **UGC-sponsored International Seminar** on *Ethnicity, Identity and Literature* at Sibsagar College, Joysagar, Assam on 11-14 October, 2012.
13. "Ovid's Metamorphoses and the Internet". **UGC-sponsored International Conference** on *Myth and Cult in Literature* at St. Andrew's College, Mumbai, on 27-28 September, 2012.
14. "The Blog and the Bengali: Re-shaping Identity in the Twenty-first Century". **UGC-sponsored National Conference** on *Locating New Indianness: A Study of Contemporary Indian Literatures in English* at St. Paul's C.M. College and City College, Kolkata, on 21-22 March, 2012.
15. "The Gentle Art of On-Screen Murder: Investigating the Screen Adaptations of Agatha Christie's Detective Fiction". **UGC-sponsored National Seminar** on *From Script to Screen: Literature in Convergence* at St. Andrew's College, Mumbai, on 9-10 September 2011.

## **ANNUAL REPORT:**

### **2015-2016**

The department held tutorials as per the University requirements to improve the subject-knowledge and communication skills of the students. Both the faculty, Mrs. Sucharita Sarkar (Aided divisions) and Mrs. Vandana Padampalle (Unaided divisions) utilized the tutorial classes to engage in a range of skill-developing activities with the students. In the first semester, tutorial activities included speaking skills, listening comprehension, grammar and vocabulary practice and revision exercises.

The department conducted assessment tests at the beginning of the semester to identify academically weak learners and advanced learners. Special focus was given to remedial teaching for weaker students. Advanced learners were encouraged to sharpen their communicative and creative skills further.

In the second semester, tutorial activities focused on presentation skills, group discussions, interview skills and mock-interviews, writing skills (letter writing, notice and resolution writing) along with revision exercises. Along with these, classroom quizzes were held regularly to enhance the learning capacities of the students. Presentation skills were supplemented through audio-visual teaching to give a better understanding of the subject.

The Dept, along with Dr. Sussmita Daxini, organized a skill development programme on 3<sup>rd</sup> December, 2015 for the students. Representatives of MyKindofJob gave a presentation to FYBCom (A&B divisions) about CV and online job application preparation, interview skills and soft skills.