

Maris Stella College (Autonomous), Vijayawada
Department of Journalism

Profile of K. K. SARATH CHANDRA

Name: K. SARATH CHANDRA

Sri Rama Residency, Flat no. 104

29-27-39/3, Suryanarayana Street

Suryaraopeta, Vijayawada-520002 (A.P.)

Education Qualification: M.Sc. Electronic

Media, P. G. Diploma in New Media, UGC NET

& APSET Qualified

Designation: Lecturer

Years of experience: 4 years

E-mail ids - College - sarath_192000@marisstella.ac.in

Email id - sarath.insearch21@gmail.com

Languages Known: Telugu, English

Mobile no. 9866162977

Career objectives

To get associated with the media organizations for tremendous learning that would harness my skills and also propel my personal growth.

Strengths

I am self-motivated, a quick learner and a great team player. I possess good communication skills, perseverance, spontaneity, self-confidence, curiosity, unquenchable thirst for knowledge etc.



Work experience

- 5 years and 6 months at The New Indian Express, Vijayawada as Senior Sub-Editor
- 1 year and 3 months at The Hans India, Hyderabad as Sub-Editor
- 1 year at Maris Stella College, Vijayawada as Lecturer in Journalism

Academic qualification

- **Pursuing PhD at Acharya Nagarjuna University, Guntur**
- **PG Diploma in New Media - 74% - Asian College of Journalism, Chennai – (2013-14)**
- **MSc. Electronic Media – 68.8% at Garden City College, Bengaluru (2010-12)**
- **B.A. Journalism – 71.2% at Indian Academy Degree College, Bengaluru (2007-10)**
- **Intermediate (C.E.C.) – 86.2% at Sri Lakshmi Junior College, Kurnool (2004-06)**
- **S.S.C – 85.1% at Montessori English Medium High School, Kurnool (2004)**

Computer skills

- MS Office, Adobe Photoshop, PageMaker, Premiere Pro, Audition, Sony Sound Forge, QuarkXpress, Adobe Indesign etc

Intercollege events

- **Inquizitive** – an Inter-College Journalism Quiz at Christ University in 2010
- **Melange** at Jain University, Bangalore on September 16, 2010
- **A quiz on social media** on the occasion of Social Media Day on June 30, 2021 at St. Francis College for Women, Begumpet, Hyderabad

Seminars and workshops

- Participated in a TV workshop ‘**So You Think You Want to Be A TV Journalist...**’ conducted by ‘Ms. Aziza Jamerchinova, CNN Producer’ at the Indian Institute of Journalism & New Media (IINM), Bangalore on February 11, 2011 and **Being a Broadcast Journalist** workshop on November 23, 2011 in IINM.
- Participated in the State-level journalism seminar on “**EXPOSURE- Media and its Influence on Today’s Time**” held on 30-10- 2011 at St. Joseph’s Evening College, Bangalore
- **Outlook`11 – Media Matters, a seminar on Trends and Opportunities in Media** organised by MOP Vaishnav College for Women, Chennai and St. Joseph’s College, Bangalore on January 8, 2011.
- Attended one-day national seminar on **Gadicherla Harisarvothama Rao: National Movement** at Rayalaseema University, Kurnool on February 29, 2012
- Participated in a one-day national webinar on **Covid-19 related fake news and social media** organised by AcharyaNagarjuna University, Guntur and Pithapur Rajah’s Govt

College, Kakinada on June 25, 2021

Filmmaking workshops

- Participated in **Two-day Workshop on Cinema** organised by Karnataka Chalanachitra Academy in association with Acharya Institute of Graduate Studies and Suchitra Film Society on May 16 and 17, 2011
- Attended Robert McKee's **four-day India Story Seminar** at Ramoji Film City in Hyderabad from 9-2-2012 to 12-2-2012

Media workshops

- Participated in the workshop of Deccan Herald (**Newspaper in Education**) from February 15 to May 15, 2010
- Attended **Broadcast`11**, a special media workshop organised by NDTV and India Can at Bangalore on November 5, 2011

Certifications

- **3-month certificate course in Journalism** in 2006 with 68.2% from A.P. College of Journalism, Hyderabad
- **All India English Language Testing Authority (AIELTA)** conducted by English and Foreign Languages University, Hyderabad (September 2013) - Grade B – Good
- **International English Language Testing System (IELTS)** – March 1, 2014 – Overall band score – 7.5

Achievements

- Qualified **UGC Net for Lectureship** held in June 2012 with 54.29%
- Qualified **APSET** held in October 2021 with 57.33%
- **Typewriting** – Lower Grade with 86% in 2005- State Board of Technical Educational Training, Hyderabad, Andhra Pradesh

Association with organisations

- Life member – **Indian National Trust for Art and Cultural Heritage** since June 2017
- Life member – **Public Relations Society of India, Amaravati Chapter** since September 2021

Online courses

- **STEP for Teaching Professionals – The Hindu Group** – 9.9/12 – January 16, 2019
- **Introduction to Applied Linguistics and TESOL** – University of Leicester - April, 2020

- **Introduction to Digital Journalism – Reuters – May 21, 2021**

Webinars

- Guest speaker for a webinar on **Social media Vs mainstream media – Invasion of fake news; mechanism to check distortion during Covid-19 pandemic** organised by Press Information Bureau, Vijayawada, Krishna University, Machilipatnam and Sri Padmavati Mahila Visvavidyalayam, Tirupati on July 6, 2020
- Guest speaker for a webinar on **New Media is the future of Journalism** organised by Garden City University, Bangalore on July 2, 2021

Internships

- One month internship at **NDTV**, Bangalore from August 6 to September 6, 2012
- One month internship at **CNN IBN**, Bangalore from September 20 to October 20, 2012

Articles published in newspapers and magazines

- **City warms up to online food delivery services – The Hans India – January 2, 2017**
- **Want perfect snacks? Head to Babai Hotel – The Hans India – January 3, 2017**
- **Your search for perfect biryani stops here – The New Indian Express – May 6, 2017**
- **Sri Chinthala Venkataramana Swamy temple, Tadipatri - Sapthagiri English magazine - December, 2021**

Articles published in UGC Care List Journals

- **Social media usage in transmission of news among broadcast journalists - Anvesak-**
A bi-annual journal of Sardar Patel Institute of Economic and Social Research - January-June 2022.
- **Positive and negative impact of social media on journalism - Journal of Education:**
Rabindra Bharati University, March 2022.

