

Brief Curriculum Vitae of Dr. Binod C. Agrawal

Dr. BINOD C. AGRAWAL, M.S., Ph.D. (University of Wisconsin) - Recipient of “Inderjit Singh Gold Medal” for the best thesis in Anthropology (1963) , “Dr. Chakravarti Gold Medal” for the best student both from the University of Lucknow, Lucknow(1963), “Teaching Assistantship” (1964-67) and “Travel Fellowship” ((1967-68) from the University of Wisconsin, Madison, USA. Currently Vice Chancellor, Hingiri Nabh Vishwavidyalaya, Dehradun (Uttarakhand State), India and Director, TALEEM Research Foundation, Ahmedabad, India Dr. Agrawal has been deeply involved in communication research. Earlier he was Advisor (Social Applications) in satellite communications at Space Applications Centre, Indian Space Research Organisation (ISRO), Ahmedabad and has worked over two decades in ISRO. He pioneered use of qualitative methods for communications research during the world famous Satellite Instructional Television Experiment (SITE) while leading SITE social research and evaluation team of over hundred inter-disciplinary team of social scientists. The research findings and experiences are documented in the book *SITE Social Evaluation* (1981). The other significant publication included an edited volume entitled *Anthropological Methods for Communication Research* (Agrawal ed, 1985). Dr. Agrawal is founder Director of Mudra Institute of Communications, Ahmedabad (MICA) where India's first professional teaching programme in business communication and advertising was started in 1994.

He has widely traveled and lectured in various universities in the United States of America and has been visiting professor in the universities in India. Dr. Agrawal represented India in several international communication research fora.

His publications include over a dozen books on television, computer technology, and anthropological studies. Recent publications include *Higher Education Through Television - The Indian Experience (2000)*, *International Satellite Broadcasting in South Asia* (Co-edited with Srinivas R. Melkote and Peter Shields 1998), *Ethnography of Communication* (2003) and *Television in South Asia* (Rowman & Littlefield Publishing, formerly University Press of America). He has contributed over several dozen technical and popular research articles in the national and international journals of social sciences and communication.

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