

Mira K Desai

Professor & Head, Department of Extension & Communication

Mira started her professional career at Development and Educational Communication Unit of Indian Space Research Organization, Ahmedabad-Gujarat as a Social Researcher in 1990 after completing her Masters in Development Communication. She subsequently worked with Educational Media Research Centre and State Office of *Mahila Samakhya* programme in Gujarat before shifting to Mumbai in 1996. She joined Post Graduate Department of Home Science Extension Education at SNDT Women's University as visiting faculty in 1997 and joined as full-timer in 1998 as Associate Professor where she is now Professor since 2009 and Head of the Department since July 2014.

Mira looked after the International Cell of the University between 2018-20 and created research and faculty exchange programme with Jonkoping University, Sweden. She was instrumental in University membership of UniTwin Network (<http://www.unitwin.net/>), Everyday@11 SNDT4U, Coursera on Campus initiatives for the University. She worked on an Additional Charge of Registrar of the University during April to September 2021 facilitating leadership transition.

Mira has formal qualifications in Commerce, Development Communication, Distance Education, Extension Education, Participatory Research, Women's Studies and gender. She has worked for print media (reporting for TOI Ahmedabad), television production (researcher, scriptwriter and anchor), Internet (blogger as well as content provider), and alternate media (newsletter editor and documentary filmmaker) environments besides field experience in rural women's empowerment programme for close to five years before entering academics. She has presented papers at number of IAMCR and AMIC conferences and has number of publications to her credits including seven books and journal papers, book chapters, SLM materials and popular articles in English, Gujarati and Hindi. She had received Government of India recognition for her book manuscript for neo-literates in 2002.

Her areas of interests are audience reception, Indian television, research methodology, women's studies/gender and development, sociology of technology.

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