




INSTITUTE OF HOME ECONOMICS
UNIVERSITY OF DELHI



Name	Dr Parveen Pannu		
Designation	Associate Professor		
E-mail	parveen.pannu@ihe.du.ac.in		
Educational Qualifications: Ph.D.			
Teaching experience: 37 years			
Subjects/Papers Taught: <ul style="list-style-type: none"> ▪ B.Sc. (Hons.) Home Science Dynamics of Communication and Extension Semester II; Media Culture and Society Semester III; NGO Management and CSR Semester III; Gender, Media and Society Semester V; Information and Communication Technologies for Development (ICTs4D) Sem III; Communication Systems and Mass Media Sem III; Training and Advocacy Sem V; Communication for Development: Behaviour Change Communication Semester V; Extension for Development Semester VI; Research Methodology in Home Science Semester VI ▪ B.Sc. (Pass) Home Science Communication and Extension Semester I; Communication and Extension Semester I; Communication Systems and Social Change Semester IV; Communication for Development Semester V; Extension Management Semester V ▪ M.Sc. (Home Science) DCE OE 31: Communication Processes and Techniques Semester III ▪ B.A. Hons. Journalism Introduction to Journalism Semester I; Introduction to Media and Communication Semester I; Women Empowerment Semester II; History of Media Semester III; Development Communication Semester IV; Communication Research and Methods Semester VI 			
Awards received: 'Appreciation for Outstanding Contribution to the field of Home Science' by Lady Irwin College on November 20, 2007.			
Research Interest/Specialization: Violence Against Women; Cyber-campaigns on Violence against Women; Women's Health and Reproductive Health; Communication Technology			
ORCID No.			
Research Projects			
Title	Funding agency/organization	Duration of Project	
Ensuring Access to Safe Street Food (Code 101) (As PI)	Delhi University Innovation Project	May 15, 2012 to May 15, 2013	
Creating awareness about lifestyle modification and prevention, management of chronic degenerative diseases among elderly: use of radio messages (As CO – PI)	SEED Division, Department of Science and Technology (DST) Government of India SSD/TISN/031/2009	March 2010 to January 2012	
Assessment, awareness and action against female feticide for achieving gender equality and women's human rights (As PI)	University Grants Commission	February 2010-August 2012), a two and a half year	

Title: Effective Communication for Promoting Food Safety Practices (As PI)	WHO SEARO, New Delhi	December 2011 to September 2012).
Title: Demonstrative applications of Human Energy Saving Devices in the Household Sector in selected villages (As PI)	University Grants Commission	April 1989 – April 1991

Research Papers

- Mirani, Pannu, & Malhotra. (February 2020). Cyber-campaigning and Online Activism for addressing Gender-based Violence in India. *Studies in Indian Place Names*. 40 (10). ISSN 2394-3114.
- Yadav, N., Pannu, P., & Gulati, N. (2020). Reproductive Health Practices and Programmes: A Study of Adolescent Girls. *Studies in Indian Place Names*, 40 (10). ISSN 2394-3114.
- Pannu, P., Gulati, N., & Yadav, N. (July – September, 2019). Accessibility of Reproductive Health Related Schemes for Pregnant and Lactating Rural Women: Some Reflections. *Communicator*. LIV (3). 45-64, ISSN 0588-8093.
- Pannu, Parveen. (September – December, 2019). Perspectives on participatory strategies for inclusion of girls in education. *Indian Journal of School Health and Wellbeing*. 5 (3). 21-27. ISSN: 2349-5464.
- Pannu, Parveen. & Mirani, Swati. (May – August, 2019). Online campaigning on social media to improve status of girls: Some Revelations. *Indian Journal of School Health and Wellbeing*. 5 (2). 20-25 ISSN: 2349-5464
- Pannu, Parveen. (May- August, 2019). Violence and Abuse Violence against Adolescent Girls: Impact of Harmful Socio-Cultural Practices. *Indian Journal of School Health and Wellbeing*. 5 (2). 26-33. ISSN: 2349-5464
- Pannu, Parveen. (September - December, 2018). Films in India as an effective educational tool: A look at advantages and challenges. *Indian Journal of School Health and Wellbeing*. 4 (3). 10-15. ISSN: 2349-5464.
- Pannu, P. & Chopra, G. (September -December, 2018). Themes and Messages encoded in the films: A Case Study. *Indian Journal of School Health and Wellbeing*. 4 (3). 4-9. ISSN: 2349-5464.
- Chopra, G. & Pannu, P. (September -December, 2018). Analyzing Narrative Structures in A Film: Exploring Disability Identity and Stereotypes. *Indian Journal of School Health and Wellbeing*. 4 (3). 16-19. ISSN: 2349-5464.
- Yadav, N., Pannu, P., & Dalal, J. (September 2018). Using Capability Approach to Examine Rural Women's Engagement with Mobile Diffusion for Health Access and Agriculture Related Services. *International Journal of Applied Social Science*, 5(9). 1415-1424. ISSN 2394-1405.
- Pannu, Parveen & Yadav, Neha. (April, 2018). Accessibility of Mobile Telephony for Health of Rural Women. *Edu World*. XII (5). 1-7. ISSN: 2319-7129.
- Pannu. Parveen., Kaur. Manpreet. (February, 2018). Analysis of Female Foeticide Related News Coverage in Indian Daily Newspapers. *Human Rights International Research Journal*. (Special Edition), 6 (1). 224-227. ISSN 2320 - 6942

- Pannu, Parveen. (2016). Gender Holocaust: The Issue of female Feticide. *Indian Journal of Public Administration*. LXII. January - March, 2016. 57-74. ISSN 0019 5561. Sage Publications
- Parveen Pannu, Deepshikha Kataria, Sunita Aggarwal. (October 2016). Consumer Perspective towards safety of street food. *DU Journal of Undergraduate Research and Innovation*. 2 (2). 80-90. ISSN: 2395 – 2334
- Mirani, Pannu, & Malhotra. (2015). Mobile Activism on Violence against Women in India amongst Delhi and NCR Youth. *Journal of Community Mobilization and Sustainable Development*. 10 (1). 80-85. ISSN: 2231-6736.
- Mirani, Pannu, & Malhotra. (2014). Empowering women through ICTs: Cyber-campaigning on Violence against Women in India. *Indian Journal of Public Administration*, LX (3). 679-695. ISSN 0019-5561. Sage Publications
- Pannu, Parveen. (July-December, 2012). The Emergence of Radio: Making Waves. *Education Today*. III (2). 181-188. ISSN: 2229-5755.

Books published/edited

- 1) Communication Technology for Development by I. K. International Publishing (March 2012) ISBN: 9789380578903.
- 2) ICT4D- Information Communication Technology for Development by I. K. International Publishing (2010) ISBN 9789380578095
- 3) Interior Design and Decoration by CBS Publishers, Delhi (January 2006) ISBN: 9788123911922

Book chapters published/edited

- Sustainable Product-Service Systems in the informal economy of poor urban contexts: India and the case of press workers in clothes care system in Delhi in Product-Service System Design for Sustainability By Carlo Vezzoli, Cindy Kohtala and Amrit Srinivasan, with Liu Xin, Moi Fusakul, Deepta Sateesh and J.C. Diehl Routledge. 2017 ISBN 978-1-906093-67-9
- Mirani, Pannu, & Malhotra. (2018). Online Activism on Violence against Women in India in Sustainable Development of Women in S. Tikoo (Ed.). Mark Books New Delhi. 345-354. ISBN 978-93-83131-73-0
- Course Material for B. VET in Discipline: Resource Management and Extension, For the course Home Science, one of the specific competency-based courses called ‘NGO Management’ of SOVET/B.VET/09 program, IGNOU (School of Vocational Educational and Training/Bachelor in Vocational and Training)
Block1 (General): Development Communication and Extension
Block 7: NGO Management (All the Five Units) The five Units are titled: Introduction to NGOs; Management of NGOs; Communication and Networking in NGOs; Financial Functions in NGOs; Success Stories – Case Studies
- Prepared curriculum and chapters on “Human Ecology” for Classes XI to XII under CBSE international.

Association with Professional Societies

Treasurer, The Home Science Association of India, Delhi Chapter, August 2000 onwards; Have been-Member, International Federation for Women in Agriculture and AMIC (Asian Media Information and Communication Centre); Indian Adult Education Association; Member, Screening Committee, External Services Division, AIR.