




INSTITUTE OF HOME ECONOMICS  
UNIVERSITY OF DELHI



Name	Yuki Azaad Tomar	Photograph
Designation	Associate Professor	
E-mail	yuki.azaad.tomar@ihe.du.ac.in	
Educational Qualifications: Ph.D.		
Teaching experience: 15 years		
Subjects/Papers Taught : Media for social Change, Communication and Extension, Communication Systems and Mass Media, Communication Systems for Social Change , Introduction to Broadcast Media, Psychology and Media, Documentary Production, Photography, Introduction to Film Studies, Digital film making		
Awards received		
Research Interest/Specialization: Health Communication, Gender and Media, Communication for Social Change		
ORCID No. <a href="https://orcid.org/0000-0002-6857-0777">https://orcid.org/0000-0002-6857-0777</a>		
Research Projects		
Title	Funding agency/organization	Duration of Project
A Japan-India-US International Study of Media Behavior and Social Factors on COVID-19 Vaccination Behavior among College Students	Pfizer Health Research Foundation, Japan <a href="https://www.health-research.or.jp/activity/researchgrant/ind">https://www.health-research.or.jp/activity/researchgrant/ind</a>	1 <sup>st</sup> December 2021-30 <sup>th</sup> November 2022
Participatory Communication for Ward Transformation	HSMI / HUDCO	September 2013-September 2014

Positive Deviance approach to identify positive micro behaviors in Urban Delhi Slums on family planning	Population Foundation of India	July 2011- August 2012
Assessment, Awareness and Action against Female Foeticide for Achieving Gender Equality and Women's Human Rights.	Co-investigator of research project Funded by University Grants Commission	2011-2013

Research papers since 2010 (APA format)

1. Tomar Azaad Yuki , Bansal Kiron (2021) “ The Narrative of Digital Media Messages on HIV/AIDS for women: A Content Analysis Study” Communicator Journal .Issn no. 0588-8093 Social Science care list number 59
2. Tomar Azaad Yuki, Sharma PA (2020) Influence of Gandhian Philosophy in shaping New India, Reflections on Mahatma Gandhi's Philosophy in the Twenty-First Century, Mahatma Gandhi Institute ISBN 978-99949-54-60-5
3. Tomar Azaad Yuki, Kaur Prabhjyot (2017) Convergence of Social Media and Radio Business Science International research Journal Biannual Referred Journal SE Impact Factor 2.75 Issue 2 Volume 5 UGC India Approved Journal Jr. No 63466 ISSN 2321-3191 July-Dec 2017 Pg 152-158
4. Tomar Azaad Yuki, Kaur Prabhjyot (2018) Integration of News Broadcast in Commercial FM Channels: A Radio Revolution, Human Rights International research Journal Biannual Referred Journal SE Impact Factor 2.40 Volume 6 UGC India Approved Journal Jr. No 63778 ISSN 23206942 Reprinted in Global Perspectives in Human Rights, Gender Studies, Law & Social Sciences, ISBN 978-93-86435-40-8
5. Tomar Azaad Yuki, Kaur Prabhjyot (2018) Study of social messages on FM Radio Channels. Social Sciences International Research Journal Vol 3 Issue 2 with ISSN 2395-0544 SE Impact Factor 1.97
6. Tomar Azaad Yuki , Bansal Kiron (2016) Knowledge and beliefs about HIV/AIDS among rural women of Udham Singh Nagar. Vivekananda Journal of Research, Volume 5 issue 1, January-June, 2016 ISSN No. 2319-8702 impact factor 1.652 Bi-annual, UGC Approved & Registered Journal No. 41082, Google indexed, International Scientific Indexing (ISI). Impact Factor Value of 1.652 based on International Citation Report (ICR)
7. Bedi Devika, Tomar Azaad Yuki (2016) An ode to the pain of pen: A study of freedom of press and role of investigative journalism in the era of panama papers revelation. Vivekananda Journal of Research, Volume 5 issue 1, July-December, 2016 ISSN No. 2319-8702 impact factor 1.652 Bi-annual, UGC Approved & Registered Journal No. 41082, Google indexed, International Scientific

Indexing (ISI). Impact Factor Value of 1.652 based on International Citation Report (ICR)

<https://vips.edu/past-issue-2016/>

8. Singhal Arvind , Tomar Azaad Yuki (2017) Nun Chini Pani – a Culturally-sensitive, Visually- Creative Communication Campaign to Reduce Diarrhoeal Deaths in Nepal. International Journal of Communication and Social Research (IJCSR) Vol.4 No.1&2 2016-17
9. Tomar YA, Vaid N, (2014) ‘Good Governance through citizen Engagement’ Theme Urban Governance for Shelter Hudco Publication Volume 15 No.1 ISSN 2347-4912

#### Books published/edited

1. Tomar YA, Vaid N, (2019) Home Science (Incl. Practicals) Textbook for CBSE Class XI Kindle edition , Oswal Publisher ASIN: B08184PB6J
2. Tomar YA, Vaid N (2016) CBSE Home Science Book Class XII and XI, Oswal Publications
3. Pannu P, Tomar YA (2012) ‘Communication Technology for Development’, IK International Publishing House. New Delhi ISBN: 978-93-80578-90-3
4. Co-authored a book ‘ICT4D- Information Communication Technology for Development ’, IK International Publishing House. New Delhi ISBN: ISBN: 9789380578095, 9380578091 (2009 )

#### Book chapters published/edited

1. Tomar YA (2022) Radio Programme Production, New Media ( Media Content Production on Multimedia Platform. Edited by Krishna Sankar Kusuma, Arshia Publication.
2. Tomar YA (2022) ‘ *Yuki yeh rishta Kya Kehlata hai ?*’ Satya Katha Pushp (dvitiya) Edited by Pushpa Satyasheel, Kanishk Publishing House, New Delhi
3. Tomar YA (2020) Media and contemporary issues-I, e-Gyankosh
4. Tomar YA (2020) Environment and media, e Gyankosh
5. Tomar YA (2020), Education and media, e-Gyankosh
6. Tomar YA (2015) History of Mass Media for Istudy material for MA in Mass Communication, IGNOU
7. TomarY A , Vaid N (2012) ‘Translating Media Programs for Social Change’ in the book titled ‘Role of Translation in Nation Building’ Indian Translators Association and Modlingua Group Publishers
8. TomarYA (2010) M- Governance for Development on a book titled ‘*Media and Communication Research Changing Paradigms*’ Edited by Om Gupta and Sudesh Sharma, Gyan Publishing House, New Delhi ISBN : 978-81-212-1096-6

#### Association with Professional Societies

Member International Association of Women in Radio and Television, India

Permanent Member of Press Club of India

Any other

Directed Documentary Films, short films for Rajya Sabha TV, Doordarshan.