

ROCHELLE ANN LEPCHA

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EDUCATION

Qualified UGC NET for Lectureship on 25th March, 2013.

Qualified UGC NET JRF on 31st December, 2019.

Year	DEGREE	INSTITUTE	BOARD/UNIV	PERCENTAGE
2004	ICSE	LORETO CONVENT DARJEELING	ICSE (DELHI BOARD)	75%
2006	ISC (MATH,ENG,PHY,CHEM,BIO,NEP)	LORETO CONVENT DARJEELING	ISC (DELHI BOARD)	65%
2007- 2010	B.A (MASS COMMUNICATION AND JOURNALISM HONS)	ST.JOSEPH'S COLLEGE, DARJEELING	NORTH BENGAL UNIVERSITY	61% (FIRST CLASS)
2010- 2012	MASTERS IN JOURNALISM AND MASS COMMUNICATION	MAEER'S ARTS, COMMERCE AND SCIENCE COLLEGE,PUNE	UNIVERSITY OF PUNE	71% (DISTINCTION)
2010- 2012	P.G DIPLOMA (TELEVISION PRODUCTION)	MIT- INTERNATIONAL SCHOOL OF BROADCAST AND JOURNALISM,PUNE	AUTONOMOUS	65.25% (FIRST CLASS)

Enrolled for Ph.D in the Department of Journalism and Mass communication, Tripura University
November, 2018. Title: Changing Narratives of the Gaijens: An Ethnographic Study

WORK EXPERIENCE

1st April 2015 –
18th February, 2020

Assistant Professor

Department of Mass Communication and Journalism,
Salesian College, Siliguri, India

July 2017 onwards appointed as **Head of Department,**
Department of Mass communication and Journalism,

Salesian College, Siliguri, India

August 2017 onwards nominated as the **Member** of the **Board of Under-Graduate Studies in Mass Communication and Journalism,**

University of North Bengal

Subjects taught:

History and Concepts of Communication

Media Laws and Ethics

Theories and Models of Communication

Reporting and Editing (Print Journalism)

Advertising and Public Relations

March 2014 – March
2015

Assistant Professor

Department of Media Science,
IIAS, Siliguri, India.

December 2011 –
January 2012

-
Correspondent (Intern)

Darjeeling Times Magazine,
Darjeeling, West Bengal, India.

- Investigative report on the healthcare system of Darjeeling
“Is There A Cure For The Ailing Healthcare System Of Darjeeling?”

June 2012 –
July 2012

Correspondent (Intern)

Citadel Magazine,
Magna Publishing Co. Ltd.,
Pune, India

3 bylines (January 2012 publications):

- **“Young Stars On The Horizon”**: an article on aspiring filmmakers and their efforts to make it big
- A book review on the non-fiction **“Leading Ladies”** by Sudha Menon.
- A book review on **“Another Chance”** by Ahmed Faiyaz

Journals Co-edited

Christian Education And Making Of Democratic India,
Salesian Journal of Humanities and Social Sciences,
(Dec 2015) Vol. VI;
Editors: Aju Kurian, Ganga Parajuli Tirkey and Rochelle Ann
Lepcha

Education And Social Inclusion: Challenges of Diversity,
Salesian Journal of Humanities and Social Sciences,
(May 2016) Vol. VII
Editors: Aju Kurian, Anushree Jiten Roy, Ganga Parajuli Tirkey and
Rochelle Ann Lepcha

Articles published

The Gaines: Tradition, Change and Digital Media in the Journal
of Social Science Research, A Peer Reviewed National Journal,
Volume 6, August 2022, ISSN 2454-2636

**Sexual Objectification Of Women In Indian Tv Ads Of Men's
Deodorants From 2000 To 2018** in Volume 3, Issue 8 of
International Journal of Innovative Studies in Sociology and
Humanities (IJISSH)

Papers Presented

10th-12th October,
2023

Gaines and Media: A Study on the Effect of Media on the Gaines
at the National Conference on Higher Education Research: Towards
a Transformative and Sustainable Society, organized by the Research
and Development Cell, Tripura University

28th -30th September,
2023

Gaines and Social Media in the Post-Pandemic Era at the
International Conference on Media and Communication, organized
by Symbiosis Institute of Media and Communication, Pune

26th March 2022

The Gaines: Tradition, Change and Digital Media in the Online
National Conference on Exploring Digital Media, organized by the
Department of Communication and Journalism, University of
Mumbai and St. Paul's Institute of Communication Education for
Women, Mumbai

20th December, 2021

Also Awarded: Best Paper Award

**Conferences
Organized**

The Dichotomous Social Relationship between the Gaine and his Sarangi at the Global Communication Education Conclave held virtually

2017

National Seminar on “Pen, Pain and Writing: (re)thinking, links and connectives”
Salesian College, Siliguri

PARTICIPATION IN SEMINARS AND WORKSHOPS

18th - 27th February
2019

10 Days’ Research Methodology Workshop for Ph.D, M.Phil & PDF Scholars Sponsored by Indian Council of Social Science Research, New Delhi conducted by the Department of Business Management, Tripura University

19th to 21st December
2018

3 Days Workshop on Quantitative Communication Research organized by the Department of Communication and Journalism Gauhati University, Guwahati Asssam

December 2017

Workshop on Restructuring the Under Graduate Syllabus Based on CBCS (Honours and General)
Organised by Council for Under Graduate Studies in Arts, Science, Commerce and Law & Board of Under Graduate Studies, University of North Bengal

30th August, 2017 -
05th September,2017

UGC sponsored short term course on Gender Sensitization, organized by Human Resource Development centre, University of North Bengal, Siliguri.

June 2017

Workshop for Literary Translation,
Translation of Nepali literary texts in English,
Organised by CENTIL, Jadavpur University in collaboration with Salesian College, Sonada, West Bengal.

18th April –
22nd April 2017

To Lead or Not to Lead: Advanced Higher Education Leadership Seminar for South Asia
Organised by The United Board for Christian Higher Education in Asia,
Held at Christ Institute of Management. Lavasa, Pune

August 2016	Faculty Development Programme on NAAC, Salesian College, Sonada, West Bengal.
October 2015	Faculty Development Programme, Salesian College, Sonada, West Bengal.
September 2015	One-day FDP on Case Study Based Methodology Approach in Teaching in Salesian College
August 2015	One-day Research Scholar's Workshop on Research Policy Interface and Social Transformation in Salesian College

SKILLS

- Competent in Final Cut Pro and Adobe Premier Pro

LANGUAGES KNOWN

Fluent in **English, Hindi and Nepali**

Relevant Background Information

Name: Rochelle Ann Lepcha

DOB: 21/06/1988

Sex: Female

Religion: Roman Catholic