

## **RESUME**

### **Mohammad Kasim**

**Room No. 211 AJK MCRC**

Contact :26987285, 26986812, +91 9810731758

Email : mkasim@jmi.ac.in, [mkasim.mcrc@gmail.com](mailto:mkasim.mcrc@gmail.com)



## **EXPERIENCE:**

- |                          |                        |  |
|--------------------------|------------------------|--|
| ○ Jun 2021 -             | Hony. Director         | IQAC JMI   |
| ○ Nov 2017 -             | Prof. Media Technology | AJK Mass Communication Research Centre, JMI          |
| ○ Nov 2015 - Oct 2017    | Advisor Broadcasting   | Telecom Regulatory Authority of India (TRAI)         |
| ○ Jul 2009 - Oct 2015    | Prof. Media Technology | AJK Mass Communication Research Centre, JMI          |
| ○ Jul 2007 - June 2009   | Director Engg.         | Doordarshan Directorate Delhi                        |
| ○ Jul 2006 - June 2007   | Dy. Director Engg.     | Doordarshan Directorate Delhi                        |
| ○ Jul 2005 - 24 Jul 2006 | Research Fellow        | Science & Technical Research Laboratories, NHK Tokyo |
| ○ Aug 2003 - 23 Jul 2005 | Dy. Director Engg.     | Doordarshan Directorate Delhi                        |
| ○ April 2001 - Jul 2003  | Dy. Director Engg.     | Doordarshan Directorate Delhi                        |
| ○ Jul 1999 - Mar 2001    | Station Engineer       | DD Maintenance Centre, DDMC Etah                     |
| ○ Jun 1991 - Jul 1999    | Asst. Director         | O/o The Addln. DG (NZ) All India Radio & DD Delhi    |
| ○ Aug 1988 - May 1991    | Design Engineer        | NTPC Limited (A Govt. of India Undertaking)          |

## **Qualifications :**

- |  |            |
|--|------------|
| ○ MA Mass Communication                    | KU         |
| ○ M. Tech. (EE, Communication System)      | IIT Kanpur |
| ○ B. Sc. Engineering (Electronics & Comm.) | AMU        |
| ○ B. Sc.                                   | HNB, CU    |

## **Professional Examinations:**

- GATE (91.7 percentile)
- IES-1989 (157 AIR)

## **Professional Bodies Memberships:**

- The International Association for Media and Communication Research, IAMCR
- Life Fellow Broadcast Engineering Society (India), BES(I)
- Fellow IETE

## **Awards:**

- *Broadcast Engineering Society (I) Award, 2008* for best technical work in the field of digital technology related to broadcasting.
- *Asia Pacific Broadcasting Union (ABU) Research Fellowship Award, 2005*

## **Academic interests:**

- Media technology, broadcasting, Information & communication technologies, infrastructure planning and development, training, Quality of service, Policy and Regulatory matters
- MOOCs, Educational and e-content, use of ICTs and Social media for education and social development
- Research and consultancy in above areas

## **Professional Engagements**

- Hony. Director, Internal quality Assurance Cell (IQAC), JMI (Jun 2021)
- Member board of Studies, Centre for Media and Mass Communication Studies, Jamia Hamdard (2021)
- TPC member, 3ICT 2020 : International Conference on Innovation and Intelligence for Informatics, Computing, and Technologies
- TPC member International Journal of Computing and Digital Systems Conference (IJCDs) 20
- Hony. Dy Director, Internal quality Assurance Cell (IQAC), JMI (2018)
- Member Board of Studies, Media Technology North Eastern Hill University
- Member Board of School of Knowledge Management, Information and Media Studies Central Univ. Jammu
- Member Board of Studies, Dept. of Mass communication and Electronic Media, Central Univ. of HP
- Member Expert Committee on Content Development for Radio and TV Spots, Committee, Min. of Health, Govt. of India (2012-14)
- Member "Video Content Acquisition Committee", EMPC IGNOU (2012-14)
- Member Recruitment Board Staff Selection Commission (2014)
- Member Dr. Gairola Committee for restructuring of Electronic Media Production Centre, IGNOU (2014)
- Member, Board of Management, Centre for Information Technology, JMI
- Member, Advisory Board, University -Industry Linkages (UIL)
- Member Expert Committee on ICT Curriculum Development for School Education NCERT (2012)
- Member, 12th Plan Sub Group III for Broadcasting Sector, Min. of Information & Broadcasting.
- Member Organizing Committee, International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2012 and for many earlier Conferences organized by the Society.

## **Publications**

- "Ease of Doing Business" in Broadcasting Sector in India, Consultation Paper, TRAI (2016)
- "Terrestrial Broadcasting" Consultation Paper, TRAI (2016)
- "QoS for Digital Addressable System in Broadcasting" Consultation Paper, TRAI (2016)
- "Doordarshan Introduces Mobile TV", Journal of BES(I) Technical Review Jul'07, Mohammad Kasim
- "Rights Management and Protection for Network Based Broadcast Content Distribution Using Virtual PDR", 5th Asian International Mobile Computing Conference (AMOC 2007) Kolkatta, Mohammad Kasim, Kiyohiko Ishikawa, and Shunji Sunasaki.
- "Server based educational broadcasting services" Journal of BES(I) Technical Review, Dec'05, Kiyohiko Ishikawa, Mohammad Kasim, and Shunji Sunasaki.
- "DDI Terrestrial Network - Issues and Challenges", Document no. E-02/26-1, ABU Engineering Committee 2002, Annual Meeting, Tokyo, 31 Oct.- 4 Nov. 2002.
- "Semiconductor Optical Amplifiers in CDMA All-Optical Star Network", Proceedings of National Conference on Communication'2001, Y. N. Singh, Mohd. Kasim, Eds. V. Sinha et. al., 27-28 Jan 2001, Kanpur, pp. 193-203.

## **Professional programmes : Conferences/ Talks/ Trainings/Workshops**

- AIBD Webinar on "Trends in OTT for Community Media", 9th Feb 2021, AIBD Malaysia
- AIBD Regional Webinar on "Artificial Intelligence For Broadcasting Industry", 19th Nov 2020, AIBD Malaysia
- The Society for Motion Picture and TV Engineers (SMPTE) 2020 International Online Conference and Virtual Event, 10-12 November 2020
- "Wireless AI: A New Sixth Sense To Deciphering Our World" Prof K J Ray Liu, Univ of Mary land, National Academy of Sciences (Delhi) MHRD-DDU DU, 30 Aug 2020
- "Latest Trends in Visual archives and Digitization" Webinar, 19th Aug 2020, AIBD Malaysia

- Two Day Live Instructor Led Online Workshop on “Virtual Reality (VR) and Its Applications” Edulabs, 15-16 Aug 2020
- “NAAC Assessment and Accreditation Process” online workshop NAAC-JMI, 28th Jul 20
- "Masterclass on Artificial Intelligence & Data Science: Design of Visualizations” by Dr. Maneesh Agrawala, Professor of Computer Science and Director of the Brown Institute for Media Innovation at Stanford University, Jio Institute, 17 Dec 2020
- “AIBD Webinar on Managing Cyber Security during COVID-19”, 5th May 2020, AIBD Malaysia
- "Masters in Artificial Intelligence and Data Science: Design Thinking as a Strategy for Innovation" Jennifer Levin, Adjunct Faculty, Illinois Institute of Technology, Institute of Design, USA and Dr. Amy Schwartz Adjunct Professor, Northwestern University, Jio Institute, 5th Nov 2020
- Digital Symposium on Artificial Intelligence for India, Jio Institute, 26 - 28 August 2020
- Invited Talk “MOOCs – The Next Generation Learning, Platform” Two Weeks Refresher Course for faculty members”, BVICAM Delhi, 19-31 Oct 2020
- Invited Talk on “India’s Initiatives in e-learning” on 26.11.2020, Second online faculty induction programme, JMI HRDC 6th - 15th Dec, 2020
- Invited Talk “Design, Develop and Delivery of MOOCs in Higher Education” CNIR SGT University, One-week Faculty Development Course, 02 November 2020
- Invited Talk “MOOCs Development and e-content” CNIR, SGT University, One-week Faculty Development Course for Teachers of Professional and Technical Disciplines, on 21.10.2020
- Invited Talk on “India’s Initiatives in e-learning” 15.10.2020, First One month Faculty Induction Programme JMI-HRDC, 5 Oct - 3 Nov 2020.
- Invited Talk on “Issues and Challenges in MOOCs” on 27 May 2020, Two Day Online PDP on E-Content Development for MOOC and Online Teaching on 27- 28 May, 2020.
- Technical Expert and Member for NRC Academic Council (AC), UGC-HRDC, Jamia Millia Islamia, 2018
- “Understanding MOOCs : Designing and E-Content creation for MOOCs”, WORKSHOP ON MOOCs, E-CONTENT DEVELOPMENT AND OPEN EDUCATION RESOURCES Feb - 2 Mar 2019, UG HRDC, JMI New Delhi
- “FM Radio in Digital Era” Panelist Discussion, International Conference and Exhibition BES Expo 2019, Jan New Delhi Delhi
- Invited Talk “Introduction to MOOCs and Challenges”, JOINT WORKSHOP ON MOOCs Organized by CEC-UGC and AJK MCRC, JMI 23 -24 July 2018
- Participated in "Convergence India 2019 International Conference and Exhibition", Pragati Maidan New Delhi
- Workshop on Social Media - Uses & Effect, 10th April 2018, AICTE (All India Council of Technical Education), New Delhi
- Invited Lecture on "MOOCs - Opportunities, issues and challenges" in FDP and Induction Training on Teaching, Learning, Research and Evaluation Strategies, TEQIP-III Programme 9th – 23rd March 2018 AMU Aligarh
- Training course on “Internet of Things” conducted from 24 th April 19 th May 2017, GSMA UK Telecommunication Academy
- Training on Spectrum Management, ITU Academy, 13-26 Feb 2017 (qualified for certificate with score 76/100)
- Training Certificate Programme on utility regulation and strategy for regulatory bodies in India, 1-6 Feb 2016, OP Jindal Global University
- Introductory Training Programme on regulatory impact assessment, CUTS International with Jacobs, Cordova & Associates, 18-19 Jan 2016
- ITU-PTA International Training Programme and Roundtable for regulators, 17-22 Jul 2015 Islamabad
- Empaneled as an Expert by International Telecommunication Union (ITU) for project on assessing use of ICTs in Emergency Communication and Disaster Management in India, 2014-15
- UGC Workshop on “Choice based credit system and credit framework for vocational education”, 24<sup>th</sup> Mar’15, JMI
- 21st International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2015, Jan 15-17, New Delhi
- Lecture on “Social Media – Impact on News gathering and distribution”, 4<sup>th</sup> RC Media Studies and Governance,

Jan 2014, ASC, JMI

- “MOOC on MOOC, a Massive Open Online Course for Development” Five week MOOC course conducted by IIT Kanpur and Commonwealth of Learning, 2014 (completed with distinction)
- Visible Evidence 21, International conference on documentary studies co hosted by AJK MCRC and SAA, JNU, 11-14 Dec 2014
- Orientation Workshop on Massive Open Online Courses (MOOCs) at IIT Bombay, 11- 13 Sept 2014
- Media India Summit – Frost and Sullivan, 24 June 2014, New Delhi
- Workshop on Statistical Analysis using SPSS, SOJNMS, IGNOU, 6th Feb 2014
- 22nd Convergence India International conference and exhibition, 21-23 Jan 2014, New Delhi
- 20th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2014, 14-16 Jan, New Delhi
- “Use of Social Networking Sites in Higher Education”, Online Lecture, 27th Nov 2013, SOJNMS, IGNOU
- 19th International Conference and exhibition on Broadcasting, BES Expo 2013, 29-31 Jan, New Delhi
- Workshop on TURNITIN – an anti-plagiarism Software service, Oct 2013, JMI
- “Media and Technology”, Invited Lecture on Gyandarshan (GD2) channel and Edusat Network, 28th Oct 2013
- 18th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2013, New Delhi
- Asia Pacific Broadcasting Union-DVB workshop on Digital Broadcasting DVB-T2, 4th – 6th Dec 2012, New Delhi
- Prakriti Film Festival, CEC-UGC, 3-5 Oct 2012, Mysore University, Mysore
- Workshop for Development of ICT Curriculum in School Education and Teacher Education, 30-31 March, 2012 Central Institute for Educational Technology, New Delhi
- Professional Development Programme for Sr. Faculty, 12-17th March 2012 UGC Academic Staff College, JMI, New Delhi
- ITU On-line Training on Digital Terrestrial Broadcasting Technologies, conducted by AIBD-ITU Bangkok, 30 Jan - 9 Mar’ 2012
- 18th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2012, New Delhi
- 17th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2011, New Delhi
- “Mobile Television – Opportunities and Challenges”, International Conference on Modern Trends in Broadcasting, 2010, FTTI Pune
- 16th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2010, New Delhi
- 15th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2009, New Delhi
- 5th International Conference and Exhibition on WiMAX India 2008, New Delhi.
- 14th International Conference and Exhibition on Satellite and Terrestrial Broadcasting, BES Expo 2008, New Delhi
- “New Media Opportunities and Challenge”, BES(I) Workshop on New Media Platform for IPTV, Mobile TV & HD TV, October 12, 2007
- Resource person for lectures at the National Academy of Broadcasting and Multimedia, AIR and Doordarshan (Formerly STIT) for several years during my association with Doordarshan
- “Asia Pacific Broadcasting Union Broadcast Engineers Training & Seminar” Central Training Institute, CTI, NHK Tokyo, 13th Oct to 3rd Nov’2002.
- “Broadcast Station Management” course National Academy of Broadcasting and Multimedia, AIR and Doordarshan, 30th Oct – 8th Nov 2000.
- “Induction Training Course” for direct recruited officers, National Academy of Broadcasting and Multimedia, AIR and Doordarshan, 24th Jul – 23rd Aug 1991.

### **Experience details:**

**Jul Jun 21 - : Hony. Director Internal Quality Assurance Cell, JMI**

- Looking after implementation of IQAC mandate and participation of the university in National and International Ranking Frameworks in addition to other academic and administrative responsibilities

#### ***Nov 2015 to Oct 2017 : Advisor Broadcasting, Telecom Regulatory Authority of India (deputation)***

- Primary responsibilities were related to assessment, evaluation and formulation of regulatory and policy framework for terrestrial and satellite broadcasting sectors in the country with specific reference to technology, quality of service and consumer protection

#### ***Jul 2009 to Oct 2015 : Professor Media Technology***

- Teaching media subjects at PG level, related to technology and operational aspects related to media technology in television and radio production and transmission including latest trends in radio and television broadcasting (Digital broadcasting, New media, HDTV, Mobile TV, Social Media)
- Conducting Post Graduate Diploma course in Broadcast Technology, an unique interdisciplinary program between Mass Communication and Technical streams that focuses on teaching theoretical fundamentals with practical training on operational, maintenance, systems design, installation and commissioning aspects of media technologies and equipments employed for content acquisition, production, post production and transmission for radio and television broadcasting.
- Academic and administrative duties towards various corporate functions of the University

#### ***Jul 2007 to June 2009: Director Engineering [ Jul 2006 to June 2007 as Dy. Director Engineering ]***

- Played important role in preparing digitalization plans for terrestrial broadcasting network of DDI. Key responsibilities discharged are indicated below.
- Introduction to new media Technologies like mobile TV, HDTV, into DD network. Preparing documents on new projects and trial schemes for obtaining approvals. Facilitate implementation and evaluation of the trials, devising expansion strategies and probable business models etc.
- Planning and implementation of experimental DVB-H mobile broadcasting service and prepared draft EOI for expansion of DD DVB-H and DTT services on PPP basis.
- Preparation of technical specifications for new equipments and required for terrestrial network, technical evaluation of bids, Project monitoring, inspection of equipments/ works etc. required in connection with the setting up of broadcasting infrastructure.
- Frequency planning and coordination with Frequency planning wing and other regulatory authorities. Setting up and maintaining of digital terrestrial RF network planning system at DDI HQ
- Planning and Development of Analog Broadcasting in remote and thinly populated areas using DTH, auto mode Low Power Transmitters and solar operated Very Low Power Transmitters infrastructure. Designing Automation of LPTs/ VLPTs remote monitoring and other new innovative schemes
- Explore optimum utilization of the digital terrestrial infrastructure and devise ways for revenue generation, etc. with private FM Broadcasters, Telecom operators and other agencies for sharing of DD terrestrial infrastructure.
- Participating in meetings of policy groups/ agencies like Telecom Regulatory Authority of India, WPC and BIS etc. for finalization of National Guidelines, Policies, and Standard etc. and preparing technical presentations and reports.
- Key projects handled – Implementation of DD Mobile TV (DVB-H) service, Terrestrial HDTV service for Commonwealth games, Digital Migration Plan for DDI Terrestrial Network 2012-17

#### ***Jul 2005 to 24 Jul 2006: Research Fellow, STRL NHL Tokyo***

- Carried out research in media technologies for content security and DRM systems for home server based broadcasting systems and home networks employing TV Anytime technologies. Here I got opportunity to study latest developments in broadcasting technologies and systems and their social relevance in diverse fields like health, emergency warning, education etc.

#### ***Aug 2003 to 23 Jul 2005: Dy. Director Engineering***

- Duties discharged were in Global and local Procurement of Equipments / works required in connection with setting up of new broadcasting facilities, modernization of existing facilities and O&M activities. It required

consolidation of indents, planning appropriate procurement process, tendering, and opening of bids, techno commercial analysis, and preparation of comparative statements, obtaining of necessary approvals, preparing periodic reports on procurement status, budgetary provisions and providing necessary inputs to the management. I also handled services related contracts like introduction of interactive services on revenue sharing basis for Indo-Pak cricket series etc.

#### **April 2001 to Jul 2003: Dy. Director Engineering**

- The responsibilities discharged were supervision of operation and maintenance activities associated with TV transmission network to ensure satisfactorily transmission service to the viewers. The duties involved liaison with the Zonal Offices, Field Stations, Maintenance Offices and other wings of Directorate for technical, administrative and financial problems of stations. It needed consolidation of equipments/ spares required by field stations, study of consumption patterns, optimization of quantities and inventory, formulate procurement plans and devise means for replacement and up gradation of obsolete equipments. My duties also included study and analysis of interference problems, periodic reports / feedback received from field stations and to suggest means for improving quality of service and provide inputs for policy decisions regarding operation & maintenance of terrestrial network.

#### **Jul 1999 to March 2001: Station Engineer**

- I was posted in the field as Station Engineer (Dy. Director Engg.) of the nodal controlling office for six TV stations in the region. I established this new maintenance centre from scratch and created the required infrastructure. As head of office also discharged administrative and financial function related to the stations and staff. The duties also included supervision and planning of O&M activities, attending breakdown and emergencies for ensuring satisfactory TV service to the viewers of this region.

#### **Aug 1997 to June 1999 : Asst. Director Engineering**

- Pursued Master's Degree in Electrical Engineering (Communication Systems) from IIT, Kanpur India with computer networks and optical communication systems as majors.

#### **June 1991 to July 1997: Asst. Director Engineering**

- Main responsibilities were in the area of Media related Project Management. I was responsible for planning and execution of the projects and of other miscellaneous facilities that are integral part of broadcasting infrastructure. It required initiating and mobilizing the project activities from scratch, hiring of staff, establishment of installation office and support infrastructure, local procurement, planning logistic support, inventory control; contracting, project monitoring, equipment installation, commissioning and acceptance testing etc. As an installation officer I was responsible for all civil, electrical technical works, administrative and financial functions associated with such projects. I have executed several projects in northern India. Some key projects executed are DD TV Studio Centre Jammu, DD TV Studio facility Shimla, DD TV Studio facility Bareilly and several other smaller TV broadcasting stations.

#### **Aug 1988 to May 1991: Design Engineer**

- Worked as Design Engineer (C&I) with the Projects Wing of National Thermal Power Corporation Ltd. ( Govt. of India Undertaking ) at its HQ New Delhi. The duties discharged were in the area of Project Engineering, Technical evaluation of the suppliers' offers and facilitating technical approvals of proposals/ drawings before releasing the same to field offices for installation.

*(Mohammad Kasim)*