

Curriculum Vitae

Vikram Rai



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D.O.B- 21/12/1979

Profile

I, Vikram Rai joined as a Assistant Professor in Mass Communication and Journalism in St. Joseph's College, Darjeeling in 2005. I have been teaching in the college for the last 15 years. In College, besides teaching, I was actively involved in all administrative work. Apart from teaching in the college I have been actively involved in working with the Media Wing of a NGO called CHAI project, Darjeeling and also in the field journalism in Darjeeling. I have handled all work related to Public Relations and other Publicity work.

I am have also started a foundation called Vik Run foundation helps anyone who wants to change their lifestyle and adopt the healthier option. Vik Run foundation looks forward to work with such people and help them to the best of its ability believes in building a better and a healthier society - both mentally and physically.

Areas of Expertise

New Media, Print Media - Reporting and Editing, Television Production, Advertising, Film Studies and Film Making.

Education

Currently pursuing PhD from North Bengal University,

M.A Mass Communication (First Division)

B.A Mass Communication and Video Production

ISC (Class 12)

ICSE (Class 10)

North Bengal University

Guru Jambeshwar University, Haryana

St. Xavier's College, Kolkata

St. Joseph's School, Darjeeling

St. Joseph's School, Darjeeling

Employment

- Assistant Professor in St Joseph's College Darjeeling in the Department of Mass Communication for the last 15 years.
- Founder of Vik Run Foundation
- Visiting Professor(Contractual) in Loreto College for 06 years (2008- 2014)
- Visiting Professor in Loreto College, Darjeeling for Mass Communication.
- Stringer for NDTV
- Media Advisor to NGO CHAI Project
- Project Director of Media Firm "Iris Production"

Memberships

- Member of the Expert Committee for Mass Communication & Journalism in North Bengal University
- Chairperson for COP Course in NBU for Eco Tourism
- Chairperson for COP Course in NBU for Travel and Tourism Management
- Past Asst. general secretary of Darjeeling Tea and Tourism Festival, Darjeeling
- Past Asst. general secretary of Darjeeling Press Guild
- Member of various Voluntary Organizations in Darjeeling Town.
- **Attended a workshop on Polio Eradication organized by the UNICEF where the main focus was** Communication Campaign & Strategy for eradication of Polio. March 2010

Work Experience

- Production Assistant in Black Magic Motion Pictures, Kolkata for the following advertisements 2000:
SPICE Telecom, Junior Horlicks(Tamil and Bengali Version), Sunlight
- Worked as a Trainee under Mr. Binod Pradhan in the film Devdas 2001
- A 20 minute documentary on the Bangla Bands in Kolkata(Shobdho Kalpo Drum)
- Shot a music video for local band, Crosswinds, for Alpha Bengali 2002
- Complete production of the Darjeeling Carnival 2003 documentary
- Edited the documentary, "Darjeeling's tryst with His Holiness – the Dalai Lama" 2003
- Complete production of Glenary's Getaways Resorts AV advertisement
- Complete production of Sunflower Hotel AV advertisement
- Presentation on Darjeeling Himalayan Railways, PMT presentation
- AV documentation of the Everest Celebrations 2004
- AV documentation of the Darjeeling NGO Exposition and World Environment Day
- A Television Documentary waste management in the Darjeeling Municipality
- AV Documentation of street dogs in Darjeeling for HEAL 2005
- Print and AV Presentation for Mr. Jamling Norgay Tenzing. 2006

- **Music Videos for the Bands**

- Trinetra- Timi Lai (Nepali) 2005
- Mantra – Jil Ka La Hamro (Nepali) 2005
- iii Dj Bikash- Hasi Kusi (Nepali) 2005
- Om. – Swapna (Nepali) 2006
- AV documentary, “Yangkhoo *Busty* and Resilience” 2006

Designing of all Print ads of :-

- Darjeeling Carnival 2005
 - All Educational Matter of the H.I.V AIDS program of Darjeeling
 - Network 2005
 - Publicity work for Central Hotel, Glenarys. Loreto College,
 - Velocity –The Restro Bar, Mercy Corps, Lakhotia Medical and BUZZ 2005- 2007
 - Production of all Display material for World AIDS Day 2007
 - Celebrations
 - Assisted in the production of Students Documentary Namleys- “ few steps with porters” for the Mass Comm. Dept of St. Joseph’s College. 2007
 - A.V Documentation of the Film “who is Steve” for the N.G.O Mercy Corps
 - Media Consultant to CHAI Project.
- Has started a new initiative with the help of his college students in which they teach digital photography and DTP to the community members in Kalej Valley. He hopes that these communities can understand photography as a tool of communication. This same project is to start in the different schools in Darjeeling. Vikram dreams of starting a media community centre in Darjeeling where he can train the people of Darjeeling and its nearby communities in producing various forms of media which can be used in community development. 2007
- 6 films on CHAI Project named “Hamro Awwaz”.
 - Has successfully completed a Mercy Corps Nepal funded Video Project called SHOUT where he taught the youths of Western Nepal on how to use video as a medium, for expression. This Video Project was aptly named “SHOUT”- Students Hearing Others to Understand Post-Conflict Transition. It aimed to see and hear youth student leaders discuss in their own words how to bring about peace and reconciliation in Nepal and achieve progress in this phase of its post-conflict transition. It explores the “culture of violence” in Nepal through listening to the thinking and logic behind young political activists. It identifies the impacts of political violence, how it affects others lives. It demonstrates viable non-violent alternatives for social and political change. It discusses the challenges and opportunities of treading the path of peace in Nepal. The film that you are about to see is a peer-to-peer exchange captured through video that shouts to the world the “culture of violence”.