

PROF. MOHAMMAD FARIYAD

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PROFESSIONAL SUMMARY

Accomplished senior academic administrator, researcher, and author with extensive experience in media education, institutional governance, and social impact leadership. Proven track record of serving in top leadership roles at MANUU (a Central University with NAAC 'A+' Grade), directing high-impact, internationally funded development projects, and driving curriculum innovation in higher education.

ADMINISTRATIVE LEADERSHIP EXPERIENCE

- **Former Dean**, School of Mass Communication and Journalism, MANUU, Hyderabad
- **Former Head**, Department of Mass Communication & Journalism, MANUU, Hyderabad
- **Former Chairman**, School Board, School of Mass Communication & Journalism, MANUU
- **Former Chairman**, Board of Studies, Department of Mass Communication & Journalism, MANUU
- *Key contributions included strategic academic planning, curriculum restructuring, and departmental governance.*

DEVELOPMENT PROJECT LEADERSHIP

- **Project Director | UNICEF-MANUU Partnership Project (Noor)**

Theme: Leadership for Social Change

Directed cross-regional advocacy campaigns funded by UNICEF to drive social and behavioral changes across three states: **Telangana, Andhra Pradesh, and Karnataka**. Focused on boosting immunization acceptance, addressing child marriage, and improving nutrition, women/child health, and WASH (Water, Sanitation, and Hygiene) service gaps.

- **Project Director | UNICEF-MANUU Partnership Project (RCCE)**

Theme: Risk Communication and Community Engagement

Spearheaded awareness initiatives by mobilizing and collaborating with Muslim religious leaders to foster community engagement and crisis communication.

RESEARCH & PUBLICATIONS

- **Books Published:** Author of **four books** exploring various dimensions of media, published across **English, Hindi, and Urdu** languages.
- **Research Supervision:** Guided **more than half a dozen doctoral researchers** (Ph.D. scholars) to successful completion in the field of Mass Communication and Journalism.

EDUCATION & CREDENTIALS

- **Ph.D. in Mass Communication & Journalism** – Mahatma Gandhi Kashi Vidyapeeth, Varanasi, U.P.
- **UGC NET** in Mass Communication & Journalism