



Faculty Details proforma for College website

Title	DR.	First Name	MANASVINI M.	Last Name	YOGI	Photograph
Designation	Associate Professor					
Address	B-1 Staff Flats, Indraprastha College, Shamnath Marg, Delhi-110054					
Phone No	Office	011-23962009				
Residence						
Mobile	+919811098070					
Email	mmyogi@ip.du.ac.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
Ph.D	University of Delhi				1998	
M.Phil Philosophy	University of Delhi				1982	
M.A Philosophy	University of Delhi				1978	
Masters in Journalism and Mass Communication	Guru Gobind Singh Indraprastha University				2011	
Certificate Course (online) Cyber Law	Indian Law Institute, New Delhi				2012	
Postgraduate Diploma in Journalism	Symbiosis				2006	
Career Profile						
<ul style="list-style-type: none"> • OSD Delhi School of Journalism, University of Delhi • Teaching Experience 39 years • Associate Professor in the Department of Philosophy • Coordinator, Department of Multi Media and Mass Communication (Last 19 Years). 						
Administrative Assignments						
<ul style="list-style-type: none"> • OSD, Delhi School of Journalism(2017) • Vice –President Alumnae Association, Indraprastha College. • Teacher In charge (2014-2016) • Union Adviser (2012-2017) • PIO of the College (since 2006) 						



- Joint Secretary, DUTA, 1988-1991.
- Member, DUTA Executive, 2003-2005.
- Member, Academic Council, 1999-2000 and 2000-2002.
 - a. Member, New Courses introduction committee.
 - b. AC representative on the admission selection committee for Masters in Financial Studies, University of Delhi, South Campus.
 - c. AC representative on the admission selection committee for Masters in International Business and Masters in Human Resource Development, Department of Commerce, University of Delhi.
 - d. AC representative on the admission selection committee for Masters in Information Technology, University of Delhi, South Campus.
 - e. Member of the Anomalies Committee.
 - f. Member of the Committee for framing rules for *Ad-hoc* teachers.
- Secretary Alumnae Association, Indraprastha College.

Areas

Areas of Interest / Specialization

Dramatics, Gardening, Applied Ethics, Indian Philosophy, Advertising, Cinema Studies

Subjects Taught

- Advertising and Media
- Documentary Film Making
- Reporting and Anchoring
- Philosophy of Law
- Bio-Ethics
- Greek Philosophy
- Aesthetics
- Social and Political Philosophy
- Logic
- Communication Research
- Integrated Marketing Communication
- Indian Philosophy
- Ethics and Applied Ethics
- Media Laws and Ethics
- Cinema Studies

Research Guidance

External Examiner for Ph.D Thesis Jain University , Bangalore

Publications Profile



Books Published:

1. Yogi, Manasvini. M. *Euthanasia: its Moral Implications*. New Delhi: Pratibha Prakashan, 2008. ISBN: 978-81-7707-166-4.
2. Yogi, Manasvini. M. *Studies in Indian and Western Philosophy: Some Reflections*. New Delhi: Pratibha Prakashan, 2008. ISBN: 978-81-7702-186-9.

Chapter in Books:

1. Yogi, Manasvini. M. "Communication" In *UGC (University Grants Commission) NET/SET (National Ability Test/State Eligibility Test) PAPER I*, 4.1-4.17. New Delhi: Tata Mc-Graw Hill Education Private Limited, 2013. ISBN: 978-1-25-902700-0.
2. Yogi, Manasvini. M. "Ethics of Advertisement Content Aimed at Children" In *Issues of Media Policy Regulation and Ethics*, edited by Prof. Ambrish Saxena, 289-296. New Delhi: Kanishka Publishers, Distributers, 2012. ISBN: 978-81-8457-401-2.
3. Yogi, Manasvini. M. "Tools of Advertising and Its Ethical Implications" In *Media And Communication Research, Changing Paradigms*, edited by Prof. Om Gupta and Sudesh Sharma, 128-149. New Delhi: Gyan Publishing House, 2011. ISBN: 978-81-212-1096-6.
4. Yogi, Manasvini. M. "Death with Dignity: Euthanasia " In *Issues in Applied Ethics* edited by Dr. Vinod Kumari, 206-212. Delhi: Satyam Publishing House, 2009. ISBN: 978-81-907304-6-4.

Articles published

1. Yogi, Manasvini. M. "Hundred Years of Indian Cinema: Portrayal of Educational Institutions in Hindi Films and its Impact on the Audience" In *MAIMS Journal of Managment*, Vol.8, Number 1 (April 2013), 55-57. ISSN: 22490116.
2. Yogi, Manasvini. M. "Arthapatti as A Pramana" In *Indian Philosophical Quarterly* Vol.XV No. I (January 1988).

Conference Organization/ Presentations

Title/ Subject of Paper	Title /Subject of conference/ Seminar/ Workshop	Organizing Institution (with City& Country	Conference/ Symposia/workshop (National/ International)
<i>Democritus :The Founder of Greek Ethics</i>		International Association of Greek Philosophy&	29 th International, 2017



		Athens , Greece	
<i>Shanta Rasa The Summum Bonum: Abhinavgupta</i>	Abhinav Gupta: Genius of Kashmir	Indira Gandhi National Centre for Arts Delhi, India	International Conference, 2016
<i>The Cultural Narratives and Storytelling: Down the Memory Lane- Ramlila</i>	Memory, Commemoration and Communication: Looking Back, Looking Forward	International Association for Media and Communication Research Leicester, UK	International Conference 2016
<i>Role of ICT in Promoting Value based Education in Youth</i>	Developing, Thinking and Learning with ICT	Department of Education, Osmania University Hyderabad, Andhra Pradesh	International Conference 2016
<i>We are what we buy and consume</i>	Humanity, History and Society	International Economics Development & Research Center IEDRC, Amsterdam, Netherlands	International Conference
<i>Consequentialism or Deontology? the need of the Hour</i>	Global Ethics and Politics	International Association of Greek Philosophy, Vouliagmeni, Athens, Greece	27th International Conference of Philosophy
<i>The Quest for Blessings, Transcendence or Healing</i>	Sacred Journeys: Pilgrimage and Beyond	Inter-Disciplinary.Net Mansfield College, Oxford, U.K	International Conference
<i>Business Ethics: Advertising for Children and with Children</i>	Bounds of Ethics in a Globalized World	Department of Philosophy, Christ University, Bangalore, Karnataka	International Conference
<i>Pre –Socratic Philosophy and Indian Philosophy: Some Parallels</i>	Interactions in history of Philosophy	PHILHIST' 13 DAKAM(Eastern Mediterranean Academic	International Conference



		Research Center) Istanbul, Turkey	
<i>Begging is Unethical</i>	Living Responsibly	Inter- Disciplinary. Net Prague, Czechoslovakia	International Conference
<i>Ethics of Advertisement content Aimed at Children</i>	Issues of Content and Technology in Contemporary Media	Teerthankar Mahaveer University, Moradabad, UPS	National Seminar
<i>Advertising Language as Persuasion</i>	Centering New Challenges in Media and Market Language	Asian Congress for Media and Communication Bangkok, Thailand	International Conference
<i>Ethics in Advertising with reference to Mill's Utilitarianism</i>	Language and Communication	KLIUC Kuala Lumpur Infrastructure University College	International Conference
<i>Mysticism and Vedanta</i>	Mysticism without Bounds	Christ University, Bangalore, Karnataka	International Conference
<i>Middle Path: Aristotle and Buddhism</i>	Philosophy	Athens Institute for Education and Research (AT.IN.E.R.) Athens, Greece	5 th International Philosophy Conference
<i>Whitehead and Corporate Social Responsibility</i>	Whitehead	Christ University Bangalore, India	International Conference
<i>Death with Dignity</i>	22 nd World Philosophy Congress	Seoul National University, Seoul, South Korea.	International Congress
<i>Classical Theories of Plato and Aristotle and its Relevance</i>	Paideia: Education in the	International Association of Greek Philosophy	19 th International Conference



<i>Today</i>	Global Era	Samos, Greece.	
<i>Whose Mercy is it Any Ways</i>	Applied & Professional Ethics	Australian Association for Professional and Applied Ethics Sydney, Australia	Annual International Conference
<i>Ethics in Higher Education</i>	Teaching and Learning Conference	Clute Institute at Las Vegas USA	International Conference
<i>Ethics in Every Day Life</i>	Ethics and Living Responsibly	Interdisciplinary .net at Salzburg, Austria	Interdisciplinary International Conference
<i>The Relevance of Sanskrit in Teaching Indian Philosophy</i>	World Conference	Lal Bahadur Shastri Sanskrit	International Conference
<i>Freedom to Die</i>	Individuals Freedom in Indian Constitution	M.M.H. College Ghaziabad, UP	National Seminar
<i>Chanakya: A Visionary</i>	Illumined and Heroic Seers, Poets and Leaders of India	The Mother's Institute of Research	National Seminar
<i>Problems and Ideals of Interpretation Revisited</i>	Metaphysics in the 21 st Century	Indraprastha College, ICPR & HRD Ministry	International Conference
<i>Euthanasia: A New Mode of Compassion for the Terminally Ill Patient</i>	The Enigma of Health: Malafides and the Politics of Healing	Balvant Parekh Centre for General Semantics and Other Human Sciences and Institute of Technology, Gandhinagar	National



Research Projects (Major Grants/Research Collaboration)			
Innovation Project, University of Delhi-2014 "Picking up the treads: A study of endangered arts and the artisans of India"			
Awards and Distinctions			
	Name of Fellowship / Award	National / International State/University level	Name of the University
	Indian Philosophical Congress Gold Medal	University	University of Delhi
	Guru Gobind Singh Indraprastha University	University	Guru Gobindsingh Indraprastha University
	N V Thadani Prize	University	University of Delhi
	Prize for Highest Marks in MJMC Prev.	University	Guru Gobindsingh Indraprastha University
	Prize for Highest Marks in MJMC Final	University	Guru Gobind singh Indraprastha University
Association With Professional Bodies			



- **Member of the Courses Committee of Philosophy, Central Board of Secondary Education, 2003-2009.**
- **Editorial Board of Inter-Disciplinary.net (Ethics working Group)**
- **Member of International Association of Women Philosophers**
- **Member International Association of Mass Communication Research (IAMCR)**

Other Activities

- **Syllabus revision committee - Philosophy Hons., M.A, 1993-1995, 2000-2002, 2004-2006, 2011-2013 and for CBCS 2015. Member,**
- **FYUP Syllabus Committee , BJMC 2013**
- **CBCS Syllabus Committee, Multi Media and Mass Communication, 2015.**
- **Resource Person, Gandhi Bhawan, University of Delhi for IMBH course, October 2013.**
- **Member of Nomination Jury, ‘The Woodpecker Film Festival and Forum’, CMSR Foundation, October 2013.**
- **Member, FYUP Syllabus Committee, Bachelor of Mass Media Mass Communication, 2013.**
- **Syllabus committee for M. Phil., M.A and B.A, Atal Bihari Vajpayee Hindi Visvavidyalaya, Bhopal 2013.**
- **Member PGCC and UGCC Philosophy Department, University of Delhi, 2003-2005 and 2011-2013.**
- **Member of the jury of the screening committee of Doordarshan Awards, 2007, 2008-2009.**
- **Coordinator, Mass Media workshop for University Teachers teaching Mass Media course to B.A. Programme at University of Delhi, 2008.**
- **Counseling for Mass Media at career fairs organized by Apeejay School at Jalandhar and Mussoorie, 2005-2007.**
- **Contribution to the Corporate Life of the College:**
 - a. **In-charge, College Garden, 2014 continuing.**
 - b. **Adviser, Student's Union, 1988-1989, 1989-1990, 1999-2000, 2000-2001, 2005-2006, 2012-2013, 2013-2014, 2014-2017.**
 - c. **Member IQAC Committee of the college.**
 - d. **Member College Website Committee 2014-continuing.**
 - e. **Head, Department of Philosophy, 1992-1994, 1998-2000, 2006-2008 and 2014-2016.**
 - f. **Vice President, Alumna Association, 2012-2014.**
 - g. **Vice President, Alumna Association, 2017-2019.**
 - h. **Adviser Dramatics Society 2011 continuing.**



Signature of Faculty Member