

Dr.Hirday Paul Singh, Joint Director (Information & Public Relations)

is a Communication Professional with more than 30 years diverse experience in Public Relations , Journalism and Communication. He started his career as Sub-Editor with Indian Express Group of Newspapers in the year 1987 and later shifted to Himachal Pradesh Agriculture University, Palampur. Here, he worked in different capacities and creatively edited the University Farm Magazine; University Newsletter; University Research Journal, etc. and also looked after university public relations, information & communications for several years. After putting in 23 years in the profession, he was promoted to the position of Joint Director (Information & Public Relations) in April, 2010.

He is credited with scripting 'University Anthem' for his university which is played before all major programmes. He conceptualized and produced a bilingual documentary "CSKHPAU, Palampur: A leading University on Hill Agriculture." He was very first to start a facebook group "CSKHPAU: A Leading University on Hill Agriculture" with over 3500 members to utilize the social media for sharing information about the university among stakeholders.

Earlier, he had produced three audio cassettes to popularize scientific farming in which an experiment was undertaken for the first time in Indian hill States, where folk songs were intermingled with scientific inputs. Dr Singh has been able to inculcate professionalism in the University's Public Relations strategy and has refurbished the image of the University among external and internal clients with traditional and modern tools of communications.

He is officer in-charge, Media Cell and act as official Spokesperson for the University. He has been designated as Nodal Officer on behalf of the University to interact with State Deptt. of Information & PR, Govt.of H.P. to implement Media Plan for effective portrayal of policies/programmes for the welfare of the people of the State and also Nodal Officer from the University for *Meri Sarkar Call Centre*, Govt. of H.P; Member, Anti-Ragging Committee of the University; Member, Editorial Board, University Annual Report; Member, University Advertisement Committee; Member, Editorial Board, University Farm Magazine; Member, Editorial Board, *e-Newsletter* of the University; Member Secretary, University Publicity Committee; Member Secretary, University Publication Committee, etc. Unusually, he act as Convener or Member, Media Committee of all major National or State level Conferences, Seminars and such other programmes. He has experience to write speeches for dignitaries like Governor, Chief Minister, Union Minister, etc. for important University functions like Convocations and Senate Meetings.

Born on 25 May 1964, Dr. Hirday Paul Singh obtained his school education from his native village school and did graduation in agriculture. He obtained post graduate degree with first class first in Journalism and Mass Communication with an aim to become farm journalist. He also did masters in Mass Communication, English and Hindi. To satiate his quest for knowledge, he obtained Doctoral degree in Journalism and Mass Communication from Punjabi University, Patiala. His thesis was on the 'Role of Radio in Agricultural Development in Himachal Pradesh'.

Dr. Hirday Paul Singh is an established writer and poet with seven books to his credit which include 'Radio in Agricultural Development' (2012, ISBN 978-3-659-30015-8), published by Lap Lambert Academic Publishing, Germany. Dr.Hirday Paul Singh is associated with a number of professional, art, culture and literary organizations like Public Relations Society of India; Punjabi University Alumni Association; etc. and had been Member, Board of Studies, Journalism & Mass Communication, Sri Guru Granth Sahib World University, Fatehgarh Sahib; Governing Body and Research Advisory Committee, Central Potato Research Institute (ICAR), Govt. of India, etc.

He has an abiding interest in preserving and popularizing Kangra folk art and culture and has organized workshops on the local art & craft, training programs on communication skills, public relations, painting, etc. He also organized Mega Art Festivals (2016, 2014,2010,2008,2002 & 2001) where dignitaries like Governor, Union Minister were also Chief Guest in some of the programmes.

For detailed CV, please mail to: hirdaypaulsingh@gmail.com