

Monika Aadhya

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EDUCATION

Department of Sociology, Delhi School of Economics

2021-2023

Masters in Sociology

New Delhi, India

- Urban Sociology, Sociology of Gender/Media/Development, Southeast Asia, Research Methodologies

Bharati College, University of Delhi

2018-2021

Bachelor of Arts

New Delhi, India

- Major in Sociology; Minor in Political Science

EXPERIENCES

Freelance Script Writer at The Gut Feel Show

June 24 - Present

- Wrote scripts for Instagram reels related to emotional intelligence, self-development, and awareness.

[Profile](#)

Freelance Content Writer at Sociology Group

Aug 23 - Sep 23

- Wrote research articles on diverse topics related to sociology.

[Profile](#)

Content Writer at Degree 360 Solutions

July 23 - Aug 23

- Closely worked with several ministries of GOI and wrote scripts for several campaigns, Television commercials, documentaries, radio jingles, Print Ads, and social media accounts.

Project Intern, Upfront

June 23 - July 23

- Wrote articles on topics related to the Gig Economy, studied and made reports of situational analysis, and collected data for their Service Provider Platform.

Member at Placement Cell, Delhi School of Economics

Aug 22 - June 23

- Worked with the committee on organizing the placements and interacting with various HR representatives of reputable organizations.

Committee Member, Chintan Debating Society at Delhi University

Sep 18 - June 21

- Managed the organization of events and participants across the university for parliamentary and conventional debates, in addition to this organized time-to-time workshops and guest lectures about contemporary issues and topics.

Campus Ambassador, Ritva Foundation India.

Aug 19 - Jan 20

- Worked towards menstrual health awareness and issues, access to biodegradable sanitary napkins, especially on environmental conservation.

Social Media Marketing Intern at LUDIFU(Let Us Do It For U)

Sept 20

- Worked alongside management to increase brand awareness through social media platforms and also performed specific tasks related to creating social media posts during department meetings.

Intern at MyCaptain

Oct 20

- Worked directly with the operation team, and learned the basics of Business development, marketing, and sales.

PROJECTS

Research Project: Kirana Stores and its integration in the Indian Global cities.

Mar 23 - Apr 23

- Found out how the local business sector like Kirana Stores intermeshed with the challenges of the global city that ultimately shapes the urban experience.
- Understood the importance of unorganized local sectors and how the Kirana stores are reinvented in the Global City.

[Link](#)

The Living Heritage and the Disappearing Havelis of Old Delhi (Field & Historical Research) **Mar 23 - Apr 23**

- Uncovered the stories behind the disappearing Havelis of Old Delhi (Kinari Bazar and Chandni Chowk)
- Found out the factors responsible for changing Urban scenarios in a culturally rich space.

Research Project: Representation of Bihar in Bollywood (Qualitative Research, In-Depth Interviews). **Oct 22 - Nov 22**

- Focused the study upon a sample group of 10 individuals (5 each from Bihar and Non-Bihar States) [Link](#)
- Understood why Bollywood has focused on Crime, Bribery, and Corruption in the case of Bihar.

Research Project: India's Tourism Relationships (Exploratory & Basic Research) **Sept 22 - Oct 22**

- Worked alongside Dr. Kamei Aphun on studying Indian tourism relationships with Southeast Asia. [Link](#)
- Focused on three countries, Indonesia, Vietnam, and Singapore.

Accounting Food Culture in Ethnic Mosaic (Qualitative Research, Interviews, Participant Obs.) **June 22 - July 22**

- Understood food trends and habits of student's hub in North Campus, Delhi University
- Correlated the reasons behind dietary choices with budget, environment, and adaptability to change

Ethnographic Film Making (Field Research, Tibetan Refugee, Majnu Ka Tila) **Feb 20 - Mar 20**

- Understood the reason why Tibetan Refugees are different from other refugees.
- Learned about citizenship rights, mode of livelihood, religion, and day-to-day challenges.

Research project: Health judgments and sociology (Qualitative Research, Exploratory) **Feb 23 - Mar 23**

- Critically analyzed, whether the notion of health and illness is value-free.
- Understood the concept of Strong Normatism vs Weak Normatism, homosexuality, mental illness, and societal construct.

EXTRACURRICULAR

Short Film: BRICS INTERNATIONAL FORUM **Apr 23**

- Made a short film on 'Vision for Future 23-A Dialogue for Digital Civilization' capturing a worker's life.
- Got honored at the Russian Centre of Science and Culture event 'Ganga to Volga'.

PUBLICATIONS/ARTICLES

- *What do you understand by Sustainable development?* [Link](#)
- *India's Emerging Tourism Relationship with Southeast Asia.* [Link](#)
- *Representation of Bihar in Bollywood Movies.* [Link](#)
- *Kirana stores and its integration in the global cities in India.* [Link](#)
- *Intersectionality is important to understand women's oppression* [Link](#)
- *Clothing in India: A Nationalist Discourse.* [Link](#)
- *Migration for Education and Employment: Exploring the Impact of Social and Cultural Capital among Indian students* [Link](#)

CONFERENCES

- Ganga to Volga, Vision for Future'23- a Dialogue of Digital Civilization. **Apr 23**
- NEISA special lecture on 'The near future of Higher Education.' by Satish Deshpande. **Jan 23**
- International Conference on Reflection of 100 Years of Philosophy in India. **Dec 22**
- The future of Asia, understanding politics, culture, and Development. **Nov 22**
- Freedom and responsibility of media in evolving media space by the News Broadcaster Association. **July 19**

SKILLS

- **Technical:** Research, Field Work, Analytical Skills, Effective Communication, Presentation, Microsoft 365 Ethnographic Film Making.
- **Interpersonal:** Leadership, Project Management, Film Making, Teamwork.