



Ms Florence Handique Rabha joined The Assam Royal Global University in 2017 as Assistant Professor and Head of Electronic Media & Anchoring, Royal School of Communications & Media, Guwahati since its inception.

She has a Masters degree in English from Punjab University, Chandigarh as well as a Masters in Communication & Journalism from Gauhati University. She is also a Commerce graduate from AB College, Pathankot (GNDU) and also holds a B.Ed degree from Annamalai University, Chennai.

She has been an avid educationist since 1994. **She is the Founder and Principal of Scholars Home Public School, Maligaon, Guwahati (estd. In 1996).** The school runs an education trust called SHE Trust for educating young girls from humble backgrounds.

Her passionate association with Electronic Media began in 2004 when she got drawn towards the interesting and challenging world of Mass Communication. She was among the earliest English TV News Presenters on private satellite Television and one of the first Radio Jockeys on private FM radio in Assam.

She worked for **Ne Television** (first private satellite TV channel of NE), **DY365** and **Doordarshan Northeast** as a news presenter and talk-show host for 17 years (till 2021) and had wonderful stints as RJ for **Radio Oo la la** and **Radio Gup Shup** in 2007 & 2008. Till date, she has presented more than one thousand news bulletins and 500 talk-shows on Television.

Acting is yet another passion. She has acted in 12 Assamese & Hindi serials and short films. Her last feature film – **Gangs of North East** was released in 2017. In 2008 her Hindi short film **Ganga** was awarded for highlighting social issues at the International Independent Video & Films Festival in New York. The film carries a strong message against female foeticide.

Her brief foray into theatre has been through an Assamese play **Parijaat** (2010) and an English play **Date at 8** (2011) staged in Guwahati and Shillong.

She was the first media woman in North East to document TV talk-shows on women in a coffee-table book titled **Celebrating Womanhood** (published in 2012) featuring some remarkable women from Assam who have stood out for their exemplary achievements. The Assamese translation of the book – Naritwar Udjapon was published and released in 2014. Both the books are available in all the state district libraries of Assam. It is her tribute to woman power.

She was invited by an NGO called- Foundation for Social Transformation on 3rd August, 2018 to speak on the topic – **'Loss of Objectivity on Social Media'** which was attended by students from different colleges including RSCOM in Guwahati.

On 18th July, 2019 she was invited to go live on Facebook to speak on **Ethics in Professional Career** during the covid pandemic. The event was organised for the UPSC aspirants of Assam.

She is grateful for being recognised as a distinguished woman by the **Association of Inner Wheel Clubs, India at their East Zone Meet (2019) for her contributions to education and media.**

On 25th Jan, 2021 she was invited by KRB Girls College in Fatasil, Guwahati for an interactive session with the young girls on '**Effective Communication**'. The college was established in 1971.

On 30th Nov, 2021, she was invited as a resource person and chair a technical session at the ICSSR Sponsored **National Seminar on Media and Society: Issues and Challenges in the Twenty-first Century.**

She was presented certificate of appreciation in recognition of her outstanding contribution as a moderator of the panel titled: **Development Communication in India** during **Global Communication Education Conclave 2021** in the session of the conclave held virtually on Dec 22, 2021.

She was presented certificate of recognition for having chaired the technical session on Implication of OTT Content, Binge-watching, and Censorship Issue in **the World's First 7-Day Hybrid International Conference- Inclusivity, Convergence and Alternative Negotiations ICAN** organised by Delhi Metropolitan Education Noida & Deakin University Melbourne on 6th Jul, 2022

She was one of the 30 Media Educationists chosen by **Global Media Education Council in partnership with Media and Entertainment Skills Council** for online lecture series to take a LIVE Session on Development Communication for the Upliftment of Human Society on 10th Oct, 2022 on **YouTube channel and Vidyadaan website.**

She has represented RSCOM, RGU as an invited guest or panellist in numerous TV talk-shows and discussions held on Prag News, Pratidin Time News Channel, Byatikram & News Time Assam OTT channels, Educational Institutions in Guwahati to speak on various issues related to education to women & children, students & social media, cinema & politics etc

Currently she is doing research studies in Mass Communication and Journalism at The Assam Royal Global University.

Books

Rabha, H. F. (2012). *Celebrating Womanhood*. Tattva Creations, Guwahati, Assam; ISBN 978-93-5087-130-0,

Rabha, H. F. (2014). *Naritar Udjapan*. Bedakantha Publisher, Jorhat, Assam; ISBN 978-93-82931-35-5.

Journal articles

***Rabha, F. H., & Chanda, R. (2022). *Importance of Television Talk-Shows in Classroom Lectures (An analysis using 'EK Mulakat' as Reference)*. IJMCI. ISSN: 2583-0651, 1(4); Bhopal, India.**

***Rabha, F. H., & Singh, N. R. (2022). *Facebook as an agent to tackle climate change with reference to university students in Assam*. Indian Journal of Social Science and Literature. IJSSL. ISSN: 2583-0643, 1(5), Pp. 11-23; Bhopal, India**

Book Chapter

Rabha, F. H. (2024). *Influence of Television Reality Shows On Students Of Assam: An Analysis* by GMEC, ISBN 978-81-971809-2-7 (in GCEC book on conference proceedings released in April 2024).