

Dr. Sunita Kaistha

Associate Professor, Department of Commerce

Email Id: skaistha@jmc.du.ac.in, sunitakaistha@gmail.com

Dr. Sunita Kaistha is an Associate Professor in the Department of Commerce at Jesus & Mary College (University of Delhi); permanent faculty w.e.f. July, 1979. She was the Convener of International Conference on 'Social Media Marketing – Opportunities and Challenges' held on March 28-29, 2019 at Jesus and Mary College. Her doctoral degree was in International Trade and M. Phil in Human Resource Development. Her special focus is on Gender, Work & Health. Dr. Kaistha was on the Advisory Board to develop the Post-Graduate and M. Phil course for Gender and Development Studies for the School of Gender and Development Studies of Indira Gandhi National Open University (IGNOU), New Delhi. With Gothenburg University, Dr. Kaistha has been instrumental in the forming of The Sweden India Gender Network (SIGN) which is a platform for collaboration between researchers and universities in Sweden and India. She is the Founder of the NGO – The Society for Working Life (2003) and co – founded Women Work & Health Initiative (2006) for literacy and income generation programs for the girl child, women and youth.

Qualifications: M.Phil; PhD

Papers Taught: Management, Auditing, Corporate Governance, Income Tax, Personal Tax Planning, Entrepreneurship

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College Committees:

- Member, Anti- Ragging Committee

Academic and Other Responsibilities:

- Teacher-in-charge, Commerce Department (April 2019 – till date)
- Held a large number of administrative posts in the College including:
 - Member of the Governing Body of the College (2 Terms)
 - Staff Council Advisor
 - President of the Staff Association of the College (2 Terms)
 - Secretary to the Parent Teacher Student Association (2 Terms)
- Nominated as 'Guest Researcher' at the Gothenburg University in 2011. Under this programme, she organised seminar/workshops and presented papers at the Department of Sociology and Work Science on Gender, Work & Health.
- Faculty representative appointed by the Vice Chancellor to The Department of Commerce and Business Studies at the University of Delhi in 2010.
- Founder Core Committee Member Sweden-India Gender Network (**SIGN**) initiated between University of Gothenburg, Sweden and Universities in India including TISS Mumbai, SNDT Women's University, Mumbai, and Baroda University-Vadodra
- Secretary General for the IVth International Congress on Women Work & Health held in New Delhi in 2005.
- Completed a research study of Women Workers in the Informal Economy in collaboration with National Institute for Working Life Stockholm, Sweden in 2004-2006.

Development Field:

Dr. Kaistha has been actively involved in the development field for more than two decades. She is the Founder- of two Delhi based not for profit organizations. Under one of them SWL (Society for Working Life-2003), literacy centers have been set up for children (age groups 3-12 years) and Women (age group 18-60 years). The centers set up in slums provide mid-day meal to children also. Under SWL, a student-volunteer program has been on since 2003, with UCD, Dublin under its charity organization UCDVO. Under this program, 20-25 student volunteers from Dublin and New Delhi work in various charity organizations in Delhi in the area of literacy, health and construction.

The second organization Women Work & Health Initiative (WWHI) was set up in 2006, after the IV Women Work & Health Congress, held in New Delhi in Nov 2005. WWHI has worked with the weaver clusters (Chindwara) of Madhya Pradesh, through capacity building and sustainability of the weavers. The project was supported by Ministry of Textiles Government of India. WWHI also undertook a capacity building and income generation project in Handicraft in the Sangam Vihar slum with the women. This project was supported by Irish Aid. WWHI has worked extensively in collaboration with Trade Unions in awareness building and prevention of HIV/AIDS amongst vulnerable groups, with particular focus on migrant workers and the 'left behind population' i.e. the women, in the areas of Sitamarhi and Madhubani in Bihar and also in the three industrial belts of Mumbai namely, Bhiwandi, Taloja and Navi Mumbai.

Dr. Sunita has also been appointed on the Governing Council of OISCA North India (an International NGO) working in the field of environment especially with school children in June 2010.

Publications:

Books

- Gender and Development: ed A. Sahaya, S. Kaistha, V. Patel (2010) (Published by the Women Press, New Delhi.)
- Women Work & Health – Current Concerns, ed A. Sahaya & S. Kaistha (2010) (Published by The Women Press, New Delhi.)
- Inspiring Women- A study of Inspiring women in India and Finland (2008) (Published by Findia Foundation)
- Conference Proceedings on 'Social Media Marketing – Opportunities and Challenges', Chief editors: Dr. Sunita Kaistha and Dr. Vibha Mathur, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

Chapter in Conference Proceedings

- 'Social media: What makes it and breaks it with focus on Hashtag Activism' Co-authored with Ms. Kashnie Singh (2019) Published in conference proceeding, Pinnacle Learning, New Delhi, ISBN 978-93-83848-53-9.

Participation in Conferences:

- Presented a number of papers in several National and International Seminars / Workshops/ Conferences on Development studies with gender perspective in India, Finland, Sweden, Spain, Mexico, Rio, USA etc.
- Presented a paper titled ‘Social media: What makes it and breaks it with focus on Hashtag Activism’ in the International Conference on ‘Social Media Marketing – Opportunities and Challenges’ held on March 28-29, 2019 at Jesus and Mary College.