

**Curriculum Vitae  
of  
Dr. Umme Busra Fateha Sultana**

**E-mail:** [ubsultana@yahoo.com](mailto:ubsultana@yahoo.com) alternatively [u.b.sultana@du.ac.bd](mailto:u.b.sultana@du.ac.bd)

Cell Phone: +8801819479322.

**Mailing Address:**

Professor Umme Busra Fateha Sultana (PhD), Department of Women and Gender Studies, Arts Building 4<sup>th</sup> Floor, University of Dhaka, Bangladesh.

**Area of Expertise:** Inequalities & Social Exclusion, SRHR, Sexualities, Intersectionality, Critical Development Studies, Gender Violence, Empowerment, Politics of Representation and Media Analysis.

**Employment Record:**

Department: Women and Gender Studies, University of Dhaka

Position:

07.05.2024 - Present position:	Professor.
15.04.2021- 14.04.2024:	Chairperson.
22.07.2018 - 31.12.2019:	Student Adviser.
06.08.2009:	Joined as Lecturer.

**Other Affiliations (Selection):**

15.09.2024: Started a post-doctoral fellowship with Bangladesh Institute of Development Studies (BIDS).

01.01.2018-31.01.2019: Adjunct Faculty, Department of Development Studies, Bangladesh University of Professionals.

22.07.2018 – 31.12.2019: Acted as the Student Adviser, Department of Women and Gender Studies, University of Dhaka.

11.10 – 22.11.2012: Accomplished UK Higher Education Teaching Training "Starting to Teach Humanities and Social Sciences 2012-2013", run by the Teaching and Learning Development Unit, University of Sussex, UK.

18.05.2012-31.07.2015: Associate Tutor at the Graduate School of Media, Film & Music, University of Sussex, UK.

April 2010-June 2011: Taught issues of women, gender, and development in the Home Management Department, College of Home Economics at the University of Dhaka (as a part-time Lecturer).

September 2003-May 2008: During this period, I was associated with several research work and also volunteered in a non-profit organization. Worked as Associate Researcher in *Gender in Media Forum*. I also worked as a research assistant, monitored different TV channels in Bangladesh, and applied discourse

analysis to identify popular gender constructions as reinforced by media. Besides, while volunteering at non-profit organizations, I worked on research and documentation and took an active part in collecting gender-related communication materials to organize the first-ever gender and communication fair in Bangladesh.

### **Research Experience (Selection):**

- August 2022-January 2023: National Consultant, UN Women. Prepared Ninth Cycle CEDAW report for UN Women and Ministry of Women and Children Affairs.
- December 2021-December 2022: Role: Gender Expert. Completed a research project with the Nielsen Company (Bangladesh) Limited on “User Satisfaction Survey” to receive clear feedback on citizens’/users’/stakeholders’ experiences and perceptions of adequacy and efficiency of services provided by the Bangladesh Inland Water and Transport Authority (BIWTA). The project is being funded by the UNDP.
- December 2020-December 2021: Role: Gender Advisor. Conducted an ethnographic study with the Nielsen Company (Bangladesh) Limited on “Enhancing social protection for female tea garden workers and their families in Sylhet Division”.
- June 2019-February 2021: Successfully conducted intensive research titled “Women, Entrepreneurship and Patriarchy: A Feminist Analysis of Online Entrepreneurship in Dhaka City”. A competitive Grant has been secured for this research project, funded by the Faculty of Social Sciences, University of Dhaka.
- January-March, 2019: Conducted gender assessment of a project titled “Taking Successful Innovation to Scale-pathway for disability-inclusive graduation out of poverty”. Funded by the Handicap International Bangladesh the gender evaluation was carried out in Chittagong and Kurigram among women with disabilities. Using gender lens, recommendations were proposed to implement in the final phase of the project.
- 2017-2018: Conducted final evaluation of POWER (Political Participation of Women for Equal Rights) project of *The Hunger Project Bangladesh*. Funded by *The Hunger Project Netherlands*, the project duration was 3 years and was implemented in 14 Unions of Dumuria Upazila of Khulna District. The gender evaluation was carried out by a three members team (other members were Dr. Md. Mokhlesur Rahman and Professor Ayesha Banu).
- July 2015: Awarded PhD from the University of Sussex, UK. My PhD research is based on a cross-generational and cross-class analysis of women’s lived experiences of gender and sexuality, and how such experiences are ‘represented’ in advertisements for contraception in Bangladesh. This intensive ethnographic research further includes perspectives from feminist activists, family planning policy makers and advertising personnel in Bangladesh.
- October-December 2015: Completed gender assessment of *Sustainable Solutions for the Delivery of Safe Drinking Water* (a project of DASCOW) as a lead consultant. The project was funded by the Swiss Agency for Development and Cooperation (SDC) with a budget of BDT210 Million and was implemented in 4 Upazilas of Sunamganj district.
- July 2- November 30, 2012: Lead researcher at the Centre for Sustainable Development (CSD) in the University of Liberal Arts, Bangladesh for the project: Liberation and Empowerment: Attaining Dignity and Rights for sex workers and their children in Bangladesh (LEADR).

- I have conducted one year's intensive research on representation of gender and sexualities in advertisements for sanitary napkins and contraception in Bangladesh under a fellowship provided by the Dutch Embassy, Netherlands and Department of Women and Gender Studies, University of Dhaka.
- I have conducted eight-month-long research under UNFPA Fellowship Award among the university students to understand their perspectives regarding the use of beauty products.
- My BSS thesis includes six months of ethnographic research in the coastal areas of Bangladesh. This research narrates the experience from female violence survivors and includes perceptions of law practitioners and NGO activists working in violence combating projects in coastal areas of Bangladesh.

#### **Awards and Grants (Selection):**

- **April 2024:** Awarded with the British Academy ODA International Interdisciplinary Research Fund 2024, to undertake a two-year-long research project "Politics of Denial and Non-Recognition of Genocide" (OIIRP230024; Principal Investigator Dr. Bayes Ahmed, University College London, UK; with three other co-applicants from Bangladesh Professor Dr. Nasir Uddin Chittagong University, Dr. Kajalie S. Islam Dhaka University and Dr. M. Sanjeeb Hossain BRAC University and one co-applicant Professor Dr. Palash Kamruzzaman from University of South Wales, UK).
- **July 2019:** Awarded with Social Sciences Research Grant (SSRG) - 2019 Award, to conduct yearlong intensive research titled "Women, Entrepreneurship, and Patriarchy: A Feminist Analysis of Online Entrepreneurship in Dhaka City". The Grant was awarded by the Faculty of Social Sciences, University of Dhaka.
- **August 2013:** Achieved professional recognition: Associate Fellow of the Higher Education Academy, UK.
- **September 2011:** Awarded with the prestigious Commonwealth Scholarship to pursue PhD in Gender, Media and Sexualities, at the University of Sussex, England.
- **July 3-7, 2011:** Solidarity Fund Recipient, Women's Worlds Congress, University of Ottawa-Gatineau Canada.
- **April 15-24, 2011:** Awarded with SEPHIS grant to receive a special participatory training on "Visual Methodologies: Beyond the Written and towards the Sensory" in Cairo, Egypt.
- **October 7-8, 2010:** Awarded Kartini Network conference grant to present a paper titled "Telling the Other Story: Women's Narratives of Violence Experiences from Intimate Partners- Reflections from Coastal Areas of Bangladesh" at Asia Research Institute, National University of Singapore.
- **December 2009:** Received Social Science Dean's Award 2004-2005 for scholastic academic achievement.
- **September 2008:** Achieved a fellowship titled 'Institutionalizing the Department of Women's Studies (University of Dhaka)' in collaboration with ISS funded by The Royal Dutch Embassy- Dhaka to pursue MA in Development Studies (Women, Gender and Development) at the Institute of Social Studies (ISS), the Netherlands.
- **May 20, 2008:** Awarded with *Ruqayyah Memorial Foundation Gold Medal* by the University of Dhaka for academic excellence and extra-curricular activities.
- **May 2008:** Received *UNFPA Fellowship Award* for Master's Thesis.

### Academic Qualifications:

City/Country	Awarding Institution	Degree	Subject	Class of Degree	Date
England	University of Sussex	PhD (Commonwealth Scholar)	Gender Studies	Passed	17 July, 2015
Netherlands	Erasmus University Rotterdam (ISS)	M.A.	Development Studies	Achieved B+ 'with Merit' (Obtained Mark 86%) in 88 ECTS.	11 December, 2009
Bangkok, Thailand	Asian Institute of Technology	A one Month's Special Program	Gender and Development Studies	Successfully Completed	2005
Dhaka, Bangladesh	University of Dhaka	M.S.S.	Women and Gender Studies	A- (CGPA 3.97 at the scale of 4, Position 1st)	May, 2008
Dhaka, Bangladesh	University of Dhaka	B.S.S. (4 years)	Women and Gender Studies	A- (CGPA 3.82 at the scale of 4, Position 1 <sup>st</sup> )	2005

### List of Publications (Selection):

#### Thesis

*Gender, sexuality and contraceptive advertisements in Bangladesh: representation and lived experience across social classes and generations.* (July, 2015). Published Online by the British Library, UK. Available: <http://ethos.bl.uk/OrderDetails.do?uin=uk.bl.ethos.658953> .

#### Book

*An Elephant in the Room! Gender, Sexuality and Contraceptive Advertising in Bangladesh – 1971-2011* (In Progress). Dhaka: The University Press Limited (UPL).

*Gender, Sexualities and the Image Reflections: An Analysis of Advertisements of Sanitary Napkins and Contraceptives in Bangladesh* (May 2010). Published by LAP Lambert Academic Publishing, Germany. ISBN 978-3838359489.

#### Book Chapter

"#MeToo and Everyday Sexism in Bangladesh", with Jahan, F. in Cheema, I.S. (ed) (June 2023) *The Other #MeToos*. Oxford University Press: US, ISBN: 9780197619872, pp. 159-175; DOI: 10.1093/oso/9780197619872.001.0001.

"নারীর ক্ষমতায়নে বঙ্গবন্ধু", ইসলাম, মো. রফিকুল সম্পাদিত *বঙ্গবন্ধুর উন্নয়ন দর্শন*. ("Bangabandhu and Women's Empowerment" in Islam, Md. R. (ed) (2022)

*Development Philosophy of Bangabandhu*. Published in Bangla by Bangladesh Bureau of Statistics (BBS), pp. 279-292, ISBN: 978-984-35-2684-7.

“Problematizing Love, Sex and Marriage: Contraceptive Advertisements in Bangladesh”, in Gardiner, K. and Pfister, S.V. eds. (2015) *Past and Present: Perspectives on Gender and Love*. Published by BRILL, ISBN: 9781848883918, pp.163–177; DOI: [https://doi.org/10.1163/9781848883918\\_016](https://doi.org/10.1163/9781848883918_016).

Coauthored with Rahman, M.M. (November, 2012), ‘Institutional Protection Mechanisms, Potentials of Mainstreaming and Readiness of the Society: Unveiling Struggles of Children of Sex Workers in Bangladesh’ in Sabet et al ed. *Sex Workers and Their Children in Bangladesh: Addressing Risks and Vulnerabilities*, pp 181-201.

### **Research Report (Selection)**

Coauthored with Rahman, M.M. (December 2015) *Gender in Water, Sanitation and Hygiene*. Published by the Swiss Agency for Development and Cooperation and DASCOH, Rajshahi, Bangladesh.

### **Journal Articles**

“Gender and Sexuality in Contraceptive Advertising in Bangladesh (1972-2011) – An Audience Perspective” in *Journal of the Asiatic Society of Bangladesh (Hum.)*, Vol. 68(2), 2023, pp. 175-192 DOI: <https://doi.org/10.3329/jasbh.v68i2.70362>

“Women’s Narratives of Domestic Violence and Help Seeking Behaviour in Coastal Areas of Bangladesh: A Feminist Sociological Exploration” in *Social Science Review, The Dhaka University Studies, Part-D*. Volume 39 (3), August, 2023, DOI: <https://doi.org/10.3329/ssr.v39i3.67433>.

“Power and Emotion in Family: Analysis of Online Entrepreneurship in Dhaka City from Gender Perspective” in *Journal of the Asiatic Society of Bangladesh (Hum.)*, Volume 67 (2), December 2022, pp. 239-259.

“Sexuality in Everyday Life in Bangladesh: Documenting Social Class and Generation through a Gender Lens” in *Journal of Bangladesh Studies*, Volume 22, Issue 1 (June 2020). ISSN: 1529-0905. <https://www.bdiusa.org/journal-bangladesh-studies>

“The Gendered Space of Home in Television Advertisements – the “Dutiful” Wives and the “Carefree” Husbands” with Tabassum, N. in *Social Science Review, The Dhaka University Studies, Part-D*. Volume 36, December 2019, pp. 69 – 90.

“Women’s Empowerment through Social Media Entrepreneurship: A Critical Analysis of Online Female Entrepreneurship in Dhaka City” with Ahmed, T. in *Empowerment: A Journal of Women for Women*, Volume 26, 2019, pp. 01-16.

“Representation of Gender and Heterosexuality: A Study of Contraceptive Advertisements in Bangladesh – 1971 to 2011” in *Journal of the Asiatic Society of Bangladesh (Hum.)*, Volume 63 (2), December 2018, pp. 205-245.

“Gender and Heterosexuality in Contraceptive Advertisements: ‘Making Meanings’ through a Textual and Visual Analysis” in *Social Science Review, The Dhaka University Studies, Part-D*, Volume 34, Issue-1, 2017, ISSN 1562-269X.

“A Critical Trajectory of Family Planning and Birth Control in Bangladesh- Interventions, Challenges, and Tensions” in *Social Science Review*, The Dhaka University Studies, Part-D, Volume 33, Issue-1, 2016, ISSN 1562-269X.

“Revisiting ‘Bargaining’ – Reflections on Feminist Extensions of Sen’s Household Bargaining Model: Case Studies of Gendered Labour Regime” in *International Journal of Research in Humanities, Arts and Literature* (July, 2013), Volume 1, Issue 2, USA, ISSN (Online): 2321-8878.

“The Imageries of Menstruation in Sanitary Napkin Ads: Representation and the Practice of Discourse as a Marketing Strategy” in L. Scott (ed), *Advertising & Society Quarterly* (2011), Volume 11, Issue 4, Project MUSE, A Journal of Oxford University, UK. E-ISSN: 1534-7311. <https://muse.jhu.edu/article/407302>

“Sexuality, Power and Norms: Understanding Facets of Female Sexual Behavior in Socio-Cultural and Political Context of Bangladesh” in *Education and Development*, 2011 Special Issue, Published by the Research Centre for Educational Innovation and Development, Tribhuvan University, Nepal, ISSN: 1816-7691. Available: <http://www.cerid.org>

“Orientalisation of Veil: Unpacking the Politics of Veil in the Context of Bangladesh” in *AN EXERCISE IN WORLD MAKING* (2009), Published by Institute of Social Studies, The Hague, the Netherlands. ISBN 978-90-812200-5-7.

“Marketing of a Liberation War! Its Symbolic Representation in Commercials of Bangladesh” in *Social Science Review, The Dhaka University Studies*, Part-D, Volume 27, Number-1, June 2010. ISSN 1562-269X.

### **Encyclopedia Entries**

Researched and wrote 14 entries in each volume of *Gender Biswakosh* (Encyclopedia of Gender), 2006. Edited by Selina Hossain and Masuduzzaman. Published by Mowla Brothers, Dhaka, Bangladesh. ISBN 984- 410- 491- 2 (vol. 1) & ISBN 984- 410- 496-3 (vol.2).

Researched and wrote entries for *Gender O Unnoyon Kosh* (Gender and Development Encyclopedia), 2009. Edited by Selina Hossain. Published by Somoy Prokashoni, Dhaka, Bangladesh. ISBN 984-70114-0091-4 (vol.1) & ISBN 984-70114-0111-2 (vol.2).

### **Editorial Articles**

“Population Control in Bangladesh: Yet to overcome the new challenges” Op-ed in *The Daily Observer*. 17 July, 2015.  
Available: <http://www.observerbd.com/2015/07/17/100195.php> .

### **Editorial Affiliations**

1. Editorial Board Member, *Social Science Review*, A Journal of Faculty of Social Sciences, University of Dhaka.
2. Editorial Board Member, *Feminist Encounters: A Journal of Critical Studies in Culture and Politics*, lectito publishing, The Netherlands. ISSN: 2468-4414.

3. Peer Reviewer and Editorial Board Member, Journal of *Sociology and Anthropology*, Horizon Research Publishing Corporation, USA. ISSN: 2331-6179.
4. Reviewer of research projects, Ministry of Planning, Bangladesh.
5. Peer Reviewer, *Feral Feminisms*, Feral Feminism Publishing, Toronto, Canada. ISSN: 2292-146X.
6. Peer Reviewer & Editor of the Fourth Edition of *AN EXERCISE IN WORLD MAKING* (2009), Published by the Institute of Social Studies, The Hague, the Netherlands. Available at [www.iss.nl](http://www.iss.nl).
7. Panel Judge (2013–2016), Commonwealth Essay Competition Worldwide, the Royal Commonwealth Society (RCS), UK.

### **Workshop & Conference Proceedings (Selection)**

1. "Emotions, Power and Patriarchy: A Feminist Analysis of Online Female Entrepreneurs in Dhaka City"– Paper presented at the Development Studies Association Conference (DSA) 2020, University of Birmingham, UK, 16-19 June, 2020.
2. "Questioning 'Sexual Intimacy' — Contraceptive Advertisements in Bangladesh: A Cross Class and Intergenerational Women's Perspective" – Paper presented at The Australian Sociological Association Conference (TASA) 2019, Western Sydney University, Australia, 25-28 November, 2019.
3. "Gender and Heterosexuality in Contraceptive Advertisements: 'Making Meanings' through a Textual and Visual Analysis" – Paper presented on 29<sup>th</sup> November, 2016 at the First National Conference on Mass Communication and Journalism; organized by Department of Mass Communication and Journalism, University of Dhaka, Bangladesh.
4. "Problematizing Love, Sex and Marriage: Contraceptive Advertisements in Bangladesh" – Paper presented on 25 September, 2014 at 4th Global Conference on "Gender and Love", in the University of Oxford.
5. "Transforming Intimate Lives: Normativities vis-à-vis Shifting Realities"– Presented on 25 April, 2014 at British Sociological Association (BSA) Conference, in the University of Leeds.
6. "'It is a chaotic time! Everything is *ultapalta* (disordered) now a day': Problematizing Sex, Marriage and Modernity'– Presented on 19 March, 2014 at MFM Research Seminars (Spring Term), in the University of Sussex.
7. "Mapping Gender Relations and Sexualities: Analysis of Contraceptive Advertisements of Bangladesh" – presented on 7 June, 2013, at the MFM Doctoral Day, University of Sussex, UK.
8. "Exploring the Construction of Gender & Sexualities in Contraceptive Advertisements in Bangladesh" - presented on 1st May, 2013 at the CSWG seminar series, University of Warwick, UK.
9. "A Critical Reflection on the Construction of Gender & Sexualities in Contraceptive Advertisements in Bangladesh" - presented on 10th May, 2013 at the Third Annual Post Graduate Conference on Gender & Sexualities, University of Birmingham, UK.
10. "Observing the 'Fieldwork Space', the 'Researched' and the 'Researcher' - An Auto Ethnographic Experience of a Media Sexuality Research", Paper presented on 7th November, 2012 at the MFM Research in Progress Seminar, University of Sussex, England.
11. "Representations of Gender relations and Sexualities in Contraceptive Advertisements in Bangladesh", Paper presented as a Key Resource Person on 13<sup>th</sup> May, 2012, in a day long workshop jointly organized by the Institute for Interdisciplinary Gender Research and Diversity, University of Applied

Science Kiel, Germany & the Department of Women and Gender Studies, University of Dhaka, Bangladesh.

12. "Citizenship, the Politics of Identity – and what makes a difference between 'Us' and 'Them'?", Paper presented on 6<sup>th</sup> July, 2011 at the Women's World Congress in the University of Ottawa, Canada.
13. 'Telling the Other Story: Women's Narratives of Violence Experiences from Intimate Partners- Reflections from Coastal Areas of Bangladesh', Paper presented on 7 October, 2010, in the Domestic Violence Workshop of Asia Research Institute, National University of Singapore.
14. 'What's in a Whitish Skin? How 'beauty' is defined by the Bangladeshi Media', with Dr. Gitiara Nasreen presented at the International Association for Media and Communication Research (IAMCR) conference, July 21, 2010, Braga- Portugal.
15. 'Sexuality, Power and Norms: Understanding Facets of Female Sexual Behavior in Socio-Cultural and Political Context of Bangladesh', Selection as the first inaugural paper in the Conference on 'Education, Gender and Development' in Research Centre for Educational Innovation and Development, Tribhuvan University, Nepal and presented on 5<sup>th</sup> April, 2010.

#### **Organising Conference and Facilitation:**

1. Discussant in the Second International Conference (Women in Cinema) 2016; jointly organized by the Alliance Francaise de Dhaka & Department of Women and Gender Studies, University of Dhaka.
2. Sussex panel member of organising Ngender Seminar Series, Spring 2014. Co-organised with Professor Sally Munt & Janice Winship (on behalf of Sussex Centre for Cultural Studies) a conference titled "People and Places in Limbo" held on 24<sup>th</sup> May 2013.
3. Member of volunteer panel for organising MFM Doctoral Day at the University of Sussex held on 7<sup>th</sup> June 2013.
4. Facilitated a day long workshop "Building Gender Excellence in Bangladesh", on 10<sup>th</sup> May, 2012, jointly organized by the Department of Women and Gender Studies, University of Dhaka, Bangladesh & the Institute for Interdisciplinary Gender Research and Diversity, University of Applied Science Kiel, Germany.

#### **Referees:**

Available on request.