

SHEFALI SHARMA

Research Scholar | Anthropologist | Ethnographer & Socio-Cultural Researcher

📍 Jaipur, Rajasthan, India | ✉ shefalisharma.jpr@gmail.com | 📞 +91-6375266798

🔗 LinkedIn: www.linkedin.com/in/shefali-sharma-87a883262 | ORCID: <https://orcid.org/0009-0001-0085-7253>

PROFILE SUMMARY

Anthropology researcher with a specialisation in ethnographic fieldwork, ritual symbolism, and socio-cultural practices and related indigenous communities. Experienced in qualitative research design, visual storytelling, and academic writing. Currently completing a PhD thesis by combining rigorous fieldwork with interpretive analysis.

RESEARCH INTERESTS

Anthropology of Rituals, Symbolism, and Belief Systems; Ethnography and Indigenous Community Studies; Cultural Practices; Visual Anthropology and Media Narratives; Digital Anthropology and AI; Gender, Religion, and Embodied Practice

EDUCATION

PhD in Anthropology (Thesis Submission Done)

2022 – Present (Expected: 2026)

University of Rajasthan, Jaipur, Rajasthan

Thesis: “Garasia Tribe of Rajasthan – An Anthropological Study in Sirohi District”

- Supervisor: Prof. Seema Agrawal, Department of Anthropology.
- Research focus: Ethnographic study of Garasia tribe of Rajasthan.
- Fieldwork conducted in Sirohi using non-participant observation and in-depth interviews.
- Completed Coursework with Distinction.

Master of Arts/Science in Anthropology

2019 – 2021

University of Rajasthan, Jaipur, Rajasthan

- Dissertation: “Social Impact Assessment of Covid-19 on Families of Jaipur City (An Anthropological Study)”.
- Gold Medalist in Anthropology.

Master of Accountancy and Business Statistics

2014 – 2016

University of Rajasthan, Jaipur, Rajasthan

- Dissertation: “Environmental Accounting: A Theoretical Analysis”.
- Graduated with Distinction.

Bachelor of Accountancy and Business Statistics

2011 – 2014

University of Rajasthan, Jaipur, Rajasthan

- Major in Accountancy, Business Statistics, Economics and Business Administration.

RESEARCH EXPERIENCE

Researcher cum Scriptwriter & Production Manager – Professor of How (YouTube)

2023 – 2025

Jaipur, Rajasthan

- Conducted in-depth research on scientific, cultural and social topics for a public-facing digital audience.
- Developed structured, evidence-based scripts translating complex academic concepts into accessible narratives.
- Synthesised peer-reviewed literature, field data, and media sources into cohesive content.

- Applied AI-assisted tools (Claude, ChatGPT, Gemini) to enhance research efficiency and content structuring.

Anthropology Content Writer and Strategist – Anthroholic.com

2023

Jaipur, Rajasthan

- Wrote research-based articles simplifying anthropological theories, cultures and concepts for a broad digital audience.
- Conducted literature reviews and secondary research to ensure academic accuracy and depth.
- Created culturally grounded examples to make complex content accessible and relatable.
- Collaborated with editors to maintain clarity, readability and topic relevance across all published pieces.

PUBLICATIONS

The Sacred Complex in Hindu Pushkar *Simulators of Heritage Value*

2026

Journal of Anthropological Survey of India | Publisher: SAGE Journals

A study of how Pushkar continues to function as a sacred complex while facing historical changes and contemporary pressures.

Annakoot: Feeding the Divine

2025

AIF Anthro Bulletin – Volume 6, Issue 10, October 2025, Article 2

It explores how Annakoot, as a *festival of food and gratitude* reflects the ideas of *reciprocity* and community bonding in our country. It also connects the ritual to *Nature-Man-Spirit Complex* demonstrating the interlinking of human, nature and the divine.

Many more...

CONFERENCES

- The 3rd International Conference on Advancing Sustainable Futures (ICASF 2025) – Paper Presented – *Between Work, Worship and Play: Leisure Practices among the Garasia of Rajasthan* | Abu Dhabi University, UAE | 2025.
- 19th World Anthropology Congress 2023 – Paper Presented – *Empowering the Indigenous: Unlocking the Potential of Tribal Development through Government Measures* | University of Delhi, India | 2023.
- National Conference on Sustainable Development and Quality of Life: Pre-requisites in Post Pandemic Society 2022 – Paper Presented - *Sacred Groves – The 'Vrukshayurveda*' for environmental sustainability* | UGC SAP DRS III & Department of Sociology, University of Rajasthan, India | 2022.

RESEARCH SKILLS & METHODS

Qualitative Methods

- Ethnographic fieldwork, participant observation, semi-structured & unstructured interviews
- Life-history narratives, focus groups, reflexive journaling

Analytical Skills

- Thematic analysis, interpretive coding, discourse analysis, content analysis
- Literature review, comparative cultural analysis

Academic Writing & Dissemination

- Peer-reviewed article writing, grant proposal writing, research reports
- Public-facing writing and knowledge translation for non-academic audiences

Digital & Visual Research

- Visual anthropology, documentary photography, audio-visual recording and archiving
- Digital content creation, social media academic dissemination

DIGITAL & AI TOOL PROFICIENCY

- Proficient in AI-powered research tools: Claude, ChatGPT, Gemini, Perplexity, Notebook LM, etc.
- Skilled in prompt engineering for structured content generation, literature synthesis, and qualitative analysis support.
- Experience integrating AI tools into writing and workflows for efficiency and clarity.
- Competent in information synthesis, summarisation, and structured knowledge organisation.
- Aware of ethical considerations, limitations, and responsible use of AI in academic contexts.
- Familiar with MS Office Suite, Google Workspace, Canva and basic social media analytics.
- Able to conceptualise and produce AI-related content across multiple formats — including scripts, video and audio narratives.

AWARDS, SCHOLARSHIPS & ACHIEVEMENTS

- Cleared UGC-NET in Anthropology.
- Gold Medalist in Masters in Anthropology.
- President Awardee of Bharat Scouts and Guides.

LANGUAGES

- Hindi – Native
- English – Proficient (Academic & Professional)
- Rajasthani – Working Knowledge

PROFESSIONAL MEMBERSHIPS

- Anthropos India Foundation – Life Membership

INTERESTS

- Reading
- Calligraphy
- Drawing and Painting
- Exploring Cultures

REFERENCES

Available upon request. References include academic supervisors, research collaborators, and professional contacts.