
Summary

Technical expertise in developing original, relevant and impact creating communication strategies and products. One of the key architects in constructing the Health Sector Support (HSS) Knowledge Management Strategy of GTZ India (now GIZ, German Technical Cooperation). Avid researcher cum storywriter, whose experience includes tapping, leveraging and transforming existing health and related information into insights. Assisted in the delivery of urban sanitation programs with state governments of Madhya Pradesh and Tripura. Worked as part of production team for scripting non-fiction shows. Key contributions include, re-packing issues like gender, sanitation and health in people-friendly outputs that has wide ranging public health impact.

Scholastic Record

- Masters in Gender and Media, London School of Economics and Political Science, London, UK, 2002-2003
- Masters in English Literature) University of Lucknow, India, 2000-2002 (Gold Medalist)
- Bachelor of Arts (Honours) in English Literature, University of Delhi, India, 1997-2000

Short Term Courses

- Barclay's Next Generation Programme for Young Entrepreneurs. July 9-14, 2010, Bali. Won the Social Entrepreneurship Challenge Award.
- Managing Partnerships: A skill development course for managers and development practitioners. October 26-28, 2009, New Delhi
- GTZ Capacity Works Workshop: A Management Model for Sustainable Development. February, 2-6 2009, New Delhi
- Strategising to innovate in HSS programmes, Erehwon Innovation Consulting, November 26-28 2008, New Delhi.
- GTZ Gender Workshop for Country Gender APs. August 26-28, 2008 Bangkok
- Facilitation training workshop (with toolkits and practice sessions) by Facilitators Foundation Singapore. April 14 -17, 2007 Singapore
- Innovation training using examples from across the world (both in the corporate sector and the development sector) with emphasis on the Indian development sector tools. Erehwon Innovation Consulting. March 28-31, 2006, New Delhi

Professional Experience

Bill and Melinda Gates & IHHS Jan 2016 - Ongoing
Tamil Nadu Urban Sustainable Sanitation Program: To assist the project in development of policies with a range of stakeholders including Tamil Nadu Govt., urban sanitation community, civil society organizations & other stakeholders.

World Bank, Consultant Jul 2010 - Dec 2015
Water and Sanitation Program

- Development of policies and implementation plans for sanitation that address the issues of meeting sanitation outcomes, measures and methods of achieving holistic sanitation addressing sanitation access and coverage
- Supported design and development of institutional arrangements within the accepted legal and administrative framework, with supportive elements of decision-making and technical advice systems, keeping note of allied dimensions of cost-effectiveness, financing, incentives / subsidies, program management, vendor development, monitoring and regulatory systems, etc.
- Synthesized the lessons and experiences from select urban sanitation programs in the country and from outside.
- Developed a practitioners guide on slum sanitation that reviews some of the pioneering programmes across different cities and identifies crucial factors and the key steps that appear to be leading to sustainable sanitation solutions in slum communities
- Contributed to the GIS mapping of households in Bishalgarh by providing capacity building through orientation of city level engineers, on site training and sharing lessons learnt in Bishalgarh Municipal Corporation (BMC) for taking forward the state septage strategy.

International Union against Tuberculosis and Lung Disease

- Preparation and design of Project AXSHYA Activity Report 2011-12: This involved collation and synthesis of data; and preparation of text for the report. Provided support to designing, formatting and publishing the report.
- Provided research and consultancy support to various NGOs, 2010-2012

Saba Communications Private Limited, Production Jan – Dec 2009

- Worked as part of the scripting team to provide inputs and research for shows (non-fiction)
- Assisted in storyboarding of projects like Raagon ki Haseen Duniya (2009) and Rahein Khatti Meethi (pilot episode in 2012)

German Technical Cooperation (now GIZ) India, New Delhi

Nov 2004 – Dec 2009

- Complied and co-authored a book of innovation cases in the health sector titled “I-Know-Way-tion”, 2009
- Technical Expert, Health Sector Support Programme

Led and assisted-in in projects/programmes relating to Health Sector viz. National Rural Health Mission (NRHM) including Reproductive and Child Health, HIV/AIDS, Capacity Building, Knowledge Management etc.

- National Co-ordinator for Gender

Responsible for implementing the corporate strategy on gender and gender mainstreaming across 17 GTZ programmes operational in India

The Pioneer, New Delhi

Jun 2000 – Sep 2004

Principal Correspondent, Political Bureau, 2003-04

- Reportage on ministerial issues on a daily basis on issues of Human Resource Development, Agriculture, Rural Development, Development of Women and child & Social Justice and Empowerment
- Authored various political pieces based on interviews with politicians, bureaucrats, government bodies at the local level and international development agencies and NGOs regarding policies and programmes and their implementation.
- Represented the organization in India and abroad

Head of Department, Theme Features Section, 2000-02

- Solely responsible for design, content development, production and publication of seven pages including a Development supplement named Grassroots covering issues of Health (relating to Medical conditions and disorders, alternative therapies including traditional ones), Education and Women (focusing on gender issues), amongst others. This included,
 - Conduct of weekly brain-storming meetings with the six member team including decisions on determining weekly outputs
 - Assigned responsibilities to reporters and coordinated timely submissions of the articles
 - Designed the final layout, edited and proof read every article
 - Demonstrated strong analytical and writing skills on writing leading articles on the above mentioned themes
 - Assisted and produced supplements and magazines on several occasions

Select Initiatives / Key Achievements**Communications & Capacity Building**

- Designed and developed innovative communication tools and marketing materials on subjects like Health Insurance and District Health Plans. These include,
 - Cartoon Strip on Health Insurance
 - Recipe book on District Action Plans on Health under National Rural Health Mission
 - Case studies presented in story writing format
 - Radio show hosted across HSS programmes in Delhi and West Bengal
 - Designs & slogans for t-shirts
- Led and developed partnerships with multiple stakeholders and audiences on various communication projects in areas of Health Insurance, Quality assurance (Restructuring the Asansol Mines Board of Health; Facility Mapping in Bardhaman district)
- Provided technical inputs and developed GTZ Health Sector Support factsheets, impact chains, micro-articles, other background communication and promotional materials for GTZ (on subjects like NRHM, HIV/AIDS, etc) for goodwill ambassadors, donors, national committee representatives and other special interest groups.
- Formulated and introduced templates for documentation of best practices, after action reviews, organization of study tours for GTZ personnel in the health sector, press releases, amongst others.
- Wrote, designed and edited GTZ pamphlets, newsletters, reports and other publications

Research & Advocacy

- Research on the health sector with a focus on mental model scans for a holistic understanding of the private and public sector
- Insight Dialogues with Lateral Experts, industry practitioners, Governmental organisations and other identified sources to write challenger case studies in the health sector
- Assisted in preparing for Block level consultations for the District Health Plans manual including inputs for manual and prototyping block level consultations in West Bengal

- Developed and maintained close collaboration with mass media (including leading national media like NDTV, Times of India, Hindustan Times, Outlook, Civil Society) as well as key groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Organised GTZ conferences and workshops and provided technical inputs for:
 - World AIDS Day (Delhi, December 1, 2004),
 - Photo-exhibition for Transgender community (Delhi, May 2005)
 - Conference on Health Insurance (Kolkata, August 12-13, 2005)
 - Public Private Partnership Workshop (November 27-30, 2005).

Knowledge Management

- Development and implementation of Knowledge Management system for the GTZ Health Sector Programme in three states including coordination with various stakeholders across levels; regular monitoring and supervision of progress across various programmes and reporting of the same to various members of GTZ team.

Gender

- Prepared an Overview paper on Gender in the Indian context
- Development of GTZ India Gender Assessment Matrix
- Design and development of an online Gender Module for training and sensitization of all GTZ staff in India with regard to gender and gender mainstreaming
- Positioned gender as an issue in the sector programmes; raising the awareness of managers and colleagues on this issue and motivating them to become involved, mainstreaming gender in GTZ India's current and future portfolio
- Advocated at policy and corporate policy level to raise the profile of gender as an issue
- Served as a nodal officer and facilitator between the GTZ India Office and Head Office on issues relating to gender
- Organising knowledge management on issues pertaining to gender:
 - Created a Gender Resource CD
 - Database of Gender Research institutes and Individual experts

SELECT PUBLICATIONS

- **I-Kno-Way-tion** (a book of case studies from the health industry), GTZ India, 2009, Available on request
- **GTZ Product and Process Sheets, GTZ HSS India, 2009**
 - Process Sheet on Health insurance
 - Quality Assurance Programme in RCH II Services at the Primary Level
 - Health Sector Support facilitated Quality Assurance Programme at Secondary level
 - Process Sheet on HSS initiative to mainstream HIV/AIDS in Corporate India
- **India: Gender Concerns and International Commitments**, GTZ India, 2009
- **Gender Resource Guide**, GTZ India, 2009
- **A Tale of Two Cities: Quality Assurance Programme in RCH II Services at the Primary level, GTZ HSS India, Case Study 2008**
- **Quality Improvement Systems for Healthcare for Reproductive and Child Healthcare II**, GTZ HSS India, Poster, 2008
- **Quality Improvement Systems for Healthcare for Secondary Hospitals**, GTZ HSS India, Poster, 2008
- **GTZ India Health Sector Support Brochure**, 2005
- **Kaaya – The Third Gender on Transgender communities in India.**, GTZ India, 2005 (Provided technical inputs and edited the book)
- **GTZ Strategy for a multistakeholder response to HIV/AIDS.** GTZ HSS India, 2005(Provided technical inputs in conceptualization and compilation of the document)
- Theme Paper on Corporate Social Responsibility in relation to opportunities for Public Private Partnerships in National Rural Health Mission, GTZ HSS India, 2005 (Provided technical inputs in conceptualization and compilation of the document)

Computer Skills:

- Proficient in use of QuarkXpress (Publication Software), PageMaker, Adobe Photoshop, MS Office