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Cinephile, Media Person, Journalist, Educator, Political Analyst, Social Media Enthusiast

About Me

I am a multi-disciplinary creative professional with a passion for digital marketing channels and design. At a young age I got involved in multiple projects around communication and branding, including the RGF YouTube channel with over 1K subscribers. These projects have allowed me to develop a deep knowledge and understanding of how the main channels work, as well as applying a wide range of skills like Photo and Video editing, motion graphics, etc.

EXCELLENT COMMUNICATOR

My academic background in English, Mass Communication & Journalism, along with my passion for creative writing have given me the confidence to effectively communicate messages across channels using strong storytelling techniques.

CREATIVE

I have a true passion for creative work. Bringing ideas to life is something that has always come naturally.

I am always exploring and learning about new formats, developing an interest in short video materials and websites.

ANALYTICAL

My work experience has enhanced my analytical skills, pushing me to measure every detail and audience interaction with tools like Google Analytics, Sendgrid, Google Data Studio and Tableau.

FAST-LEARNER

Thanks to the selfless community contributors, I have learned many skills and following the motto 'learn by doing' put them into practice. I am thrilled with the evolution of web and video formats and look forward to keeping learning and using new trends and formats to grow.

Key Skills

Expert Cinematographer with experience of shooting more than 100 films/short films/documentaries

Proficient at Editing with software's including (but not limited to) Final Cut Pro and Premiere Pro

Directed and Supervised production of several films and educational videos

Polyglot with extensive knowledge of Hindi, English, Bhojpuri, and other regional languages

Trained under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) for skill development by Government of India.

Education

10th Mata Kasturi Devi Sr. Secondary Public school (CBSE Affiliated), New Delhi, India.

12th Heera Public School (CBSE Affiliated), New Delhi, India.

Bachelor's in Mass communication - Guru Jhambeshwar University of Science & Technology, Haryana, India.

Diploma in Mass Communication - NBA Group of Institutions, New Delhi, India.

Facilitator/Trainer

- Facilitator with National Broadcasting Academy - an educational venture with Joint American-Indo Network (JAIN) television.
- Trained more than 300 aspirants under PMKVY skill development Scheme by Government of India.
- Conducted Social media training with 100 participants across the rural part of Maharashtra in 2022.
- Mentored a Workshop titled “From Script to Screen” with rural puppetry artists from creative puppet theatre (Trust) Varanasi, India.
- Conducted a media training session with the participants from 12 different states of India of Generation next Science, Technology and Entrepreneur Practice (GeNEXT).
- Mentored a Documentary film making workshop with the Khel Tamasha theatre group.
- In-house Media training with the employees of Rajiv Gandhi Foundation.

Work Experience

Internship | APN news, E.N communication | 2016 – 2017

- Gathered and organized information for News purposes.
- Background research about the news topic.
- Collaborated with Output team members to initiate best practices to achieve organizational goals.

Facilitator | National Broadcasting Academy, New Delhi | 2017 – 2018

- Taught Video production which includes pre-production, production and post production.
- Pursuing the students to achieve their objectives.
- Provided continuous supervision to the students of the institute.

Social Media Coordinator | Indian Youth Congress, New Delhi | 2018 – May, 2019

- Handled a campaign title “Aadhi Abadhi Poora Haq”- a campaign against crime and violence against women in the country and also raise their

voices through the use of social media like Facebook, Instagram, and Twitter.

- Researching, Creating as well as uploading content on the social media platform.
- Assisted social media in properly and effectively handling bad reviews and negative posts.
- Analyzed and reported social media and online marketing campaign results.

Media Associate | Rajiv Gandhi Foundation, New Delhi | June, 2019

– Present

- Handling of all the Social Media platforms like Facebook, Instagram.
- Providing solution to all the media related queries.
- Filming and Documentation of all the ongoing projects across the country i.e. India.
- Case studies :-
 1. 73rd Constitutional Amendment Study on its implementation (Decentralization of Government & Panchayat Raj).
 - Pondidih Gram Panchayat, Chhattisgarh:-
<https://www.youtube.com/watch?v=vOSXJqYJAhA>
 - Bancharoda Gram Panchayat, Chhattisgarh:-
<https://www.youtube.com/watch?v=PTI6zZUg0do>
 - Tilsiva Gram Panchayat, Chhattisgarh:-
<https://www.youtube.com/watch?v=VjFdmUOHlm0>
 - Udawas Gram Panchayat, Rajasthan:-
<https://www.youtube.com/watch?v=SVKUy2rmlcA>
 - Bhadunda Khurd Gram Panchayat, Rajasthan:-
https://www.youtube.com/watch?v=eGKNQ_2_SBU
 - Thoor Gram Panchayat, Rajasthan:-
<https://www.youtube.com/watch?v=Oxwh36SnS6Q&t=464s>
 - Kunnathur Gram Panchayat, Tamil Nadu:-
<https://www.youtube.com/watch?v=G5ohBIMvhAo>
 - Kuthambakkam Gram Panchayat, Tamil Nadu:-
https://www.youtube.com/watch?v=H_I3iScsnWI
 - Tehri Dob Nagar Gram Panchayat, Uttarakhand:-
<https://www.youtube.com/watch?v=1qAFnN9awLw>
 - Khadambe Khurd Gram Panchayat Ahmednagar, Maharashtra:-
<https://www.youtube.com/watch?v=cv0wWkLyTGQ>
 2. FRA (Forest Rights Act) study :- The Forest Rights Act (FRA), 2006 recognizes the rights of the forest-dwelling tribal communities and other traditional forest dwellers to forest resources, on which these communities were dependent for a variety of needs, including livelihood, habitation, and other socio-cultural needs.

Forest Rights Act (FRA): A Case Study on Payvahir, Maharashtra:-

<https://www.youtube.com/watch?v=akA6BJCKV84&t=281s>

3. In Shiratoki a new model of collective #natural farming has been introduced by Tribals in Maharashtra with the help of Gramin Samasya Mukti Trust and Mission Samriddhi.

Shiratoki: - A New Model of Collective Natural Farming by Tribals in Maharashtra: -

<https://www.youtube.com/watch?v=lhwgo5P9-Jc>

- Livelihood programs like RASA (Rajiv Aajeevika Samvardhan Abhiyan) which was to support the potential entrepreneurs from the farm sector as well as the non-farm sector to become self-dependent through capacity building and handholding support. The AMEs (Aspiring Micro-Entrepreneurs) is those migrant workers who returned to their villages after losing jobs during the COVID-19 lockdown. Selection of AME's (Aspiring Micro Entrepreneurs) under Rajiv Aajeevika Samvardhan Abhiyan (RASA):- <https://www.youtube.com/watch?v=IOSaPqCcfJY>
Training on Animal Husbandry under Rajiv Aajeevika Samvardhan Abhiyan (RASA):- <https://www.youtube.com/watch?v=xFNX5HHt900>
- Kesla Poultry Livelihood Model:- <https://www.youtube.com/watch?v=6m6GixIHGGY&t=26s>
- **Creative Consultant:** - In collaboration with Creative Puppet Theater Production, RGF produced all these films.
 - **Satyagraha Series: - On life journey of Mahatma Gandhi and use of his most important weapon i.e. nonviolence and Satyagraha.**
Satyagraha Part 1: Mahatma Gandhi in South Africa: - <https://youtu.be/T6mng86Cin8>
Satyagraha Part 2: Mahatma Gandhi in Champaran: - <https://youtu.be/wXgBt-Oz6Oo>
Satyagraha Part 3: Mahatma Gandhi in Dandi March: - <https://youtu.be/6bjeJfE1QsE>
Satyagraha Part 4: Mahatma Gandhi in Noakhali: - <https://youtu.be/e4LAACMa-Lo>
 - **Benares Series: - A Series on the Social Pioneers who works towards the betterment or enlightenment of the society.**
Benares Series Part 1- Kabirdas: - <https://youtu.be/Hholi4LARBg>
Benares Series Part 2- Tulsidas: - <https://youtu.be/tvwzqhCAwwY>
Benares Series Part 3- Ravidas: - <https://youtu.be/UWOrfaZUsXc>
Benares Series Part 4- Premchand: - <https://youtu.be/uk75uqU463A>
 - **Corona ki Kahani (Story of Corona):-** In this episode, we meet Barkha and Toofani and learn about covid19 and its causes. This video aimed at public awareness and produced in collaboration with Creative Puppet Theatre. This mini-series follows the story of a migrant family and their experiences during the pandemic. <https://youtu.be/c2bH5I7Bnz8>

- **Saanp Seedhi:** - The covid19 pandemic, and the resultant lockdown forces Barkha and Toofani family to walk back to their village, where they learn that various other migrant families have returned too. How will these families find employment and support? <https://youtu.be/lkfzQB6s0CU>

- **Jal-Gullak:** - A puppet show on water conservation. In this Barkha and Toofani learn about life in village and the unique set of challenges faced by people there. <https://youtu.be/0c3f8oLwmzc>

- We also produced a puppet film on the India's first Prime minister and also a great freedom fighter Pt. Jawaharlal Nehru.
Episode 1: - <https://youtu.be/rnSdR3-GwWU>
Episode 2:- <https://youtu.be/Rp6ejVLnfFo>
Episode 3:- <https://youtu.be/B5RBIBd3D6k>
Episode 4:- <https://youtu.be/N66RgpC3Jtg>

