

# Aarish.M

Chembur, Mumbai

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## Career Profile

- A multi-dimensional development professional with a wealth of experience from varied fields like public health, CSR, mass media and NGO sectors.
- Over nine years of demonstrated ability in personnel and programme management, training and communication strategies.
- Demonstrated success in programme implementation, preventive health design and delivery, impact evaluation, community nutrition, monitoring and evaluation, research, data management and analysis, social behaviour change communication, documentation and report writing, budgeting, healthcare technologies, quality management system, branding and IEC development.
- Innovative and creative with an out of the box thinking mind-set.
- Special areas of interest include maternal and child health, diet and nutrition, NCDs, preventive health, mental health and SBCC.

## Education

- Master of Public Health Administration, Tata Institute of Social Sciences, Mumbai ( 2014-2016)
- BSc Nursing, MG University, Kerala (2005-2009)
- Summer School for Future Leaders in Development , IIM Udaipur & Duke Sanford( June – July 2019)

## Additional Coursework

- Pursuing MA Psychology, IGNOU (Jan 2019-Jan 2021)
- Social norms and Social Change, Courseera.org ( April, 2019)
- Cancer prevention, screening and early detection, Tata Memorial Hospital (February,2019)
- Research grant proposal writing , IPHA ( April 2018)

## Experience

### 1. Programme Manager, Health Outreach, Reliance Foundation, Mumbai (May 2016 – Present)

- Accountable for planning, designing co-ordinating , implementing and evaluation of the primary preventive health care programme focusing on universal healthcare , preventive screening , NCDs, under 5 malnutrition , anaemia and health awareness and promotional activities across the urban slums of Mumbai & Navi Mumbai.
- Co-ordinate and manage a team of 40 on field and office staff on a day to day basis.
- Streamlining the data collection and data management processes, developing M & E formats and tools, documentation and reporting.
- Consolidation of programme impacts and presentation through reports and stories.
- Develop Social and Behaviour Change Communication strategies through mass media, interpersonal channels and community mobilization.
- Content preparation and designing of IEC materials and audio advisories. Developed over 50 IECs on themes like NCDs, malnutrition, anaemia, WASH, vector borne diseases, diet etc.

- Designing and development of EHR (Electronic Health Record) along with staff training and on ongoing app improvements.
- Conceptualized and organized 20 mega health events and over 50 community campaigns.
- Designed and co-ordinated over eight surveys and impact studies on the field.
- Awarded as the best employee twice in three years.

2. CSR Consultant, Quilaban Pharma Ltd., Mumbai (June 2018 – Apr 2019)

- Need assessment, conceptualizing, planning, training, implementation and impact analysis of a school based WASH programme with puppetry as the medium of communication.

3. Public Relations Fellow, Make a Difference (NGO), Kerala (Jun 2010- Apr 2014)

- Devised the public relations strategies and print & social communication plans.
- Won the best campaign concept award for ‘School goes MAD’.

### Internships

- NRHM, Kerala: Assessment of the quality standards of PHCs (Mar – May 2016)
- RUHSA, CMC Vellore: Employee satisfaction survey ( Gallup Q12) ( Aug – Sep 2015)
- ARMMAN, NGO, Mumbai: Program impact and gap analysis (Oct & Dec 2015)
- Department of Health, Aurangabad, Government of Maharashtra (Jan – Mar 2016)
- Municipal Corporation of Greater Mumbai ( June 2015)
- Mumbai Smiles, NGO, Mumbai ( May 2015)
- UNICEF, Rajasthan: Large scale survey on the impact of Gov. programs (November 2015)
- Prime Ministers Rural Development Fellowship ( June 2015)
- Peer support counsellor at ,TISS Counselling centre ( Sep 2014 -Mar 2016)

### Experience: Media and Communication

1. FM Radio (92.7 Big FM & 94.3 Club FM), Kerala (May 2009 – June 2014)

- Prime time show radio presenter, copy writer and programme producer.
- Played vital role in sales campaign ideation, publicity planning, and donor & media engagement.

2. Content writer and Editor (Freelance), Yentha.com, Kerala (Jun 2010- June 2015)

- Wrote columns, reviews, interviews and cover stories.

### Language Proficiency

Excellent oral and written command over English and Malayalam. Professional working proficiency in Hindi and Tamil.

### Hobbies

Dance, cross fit exercises, cycling, travelling, cooking, classical music, books, debates, creative writing, cinema, crafts, gardening.