

Curriculum vitae

Personal and professional details				
Name:	Bharathi Ghanashyam			
Professional identity	<ul style="list-style-type: none"> Independent journalist and development writer Founder/Editor – Journalists against TB (www.journalistsagainsttb.wordpress.com) 			
Home Address:	C33, Century Chitrakut, Sahakarnagar, Bangalore – 560092			
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Languages known :	Name of language	Level of proficiency	Speak	Read and write
	English	Excellent	Yes	Yes
	Hindi	Fluent	Yes	Yes
	Kannada	Fluent	Yes	No
	Tamil	Fluent	Yes	No
Computer skills	Proficient in Word, Power Point, Internet applications, Social Media, use of blogging platforms, basic knowledge of Excel			

Development Communications

Currently (from September 2014):

Established and running Aequum (www.aequum.in), a consultations consultancy firm to provide development communications support to NGOs and for CSR initiatives. In the short period since its inception, Aequum has on its client base, reputed Indian NGOs such as Arghyam, GRAAM, Karnataka Health Promotion Trust, Karuna Trust, United Way Bengaluru and others. As the sole proprietor of Aequum I also undertake individual assignments and have delivered assignments for international foundations such as Lilly Foundation, TB Alert and USAID funded projects.

Some noteworthy assignments of AEQUUM

- Ongoing communications and CSR project support to United Way Bengaluru to put in place a communications strategy and process for generating timely internal communication for dissemination www.uwbengaluru.org ;
- Media and PR activities for Forest Stewardship Council (FSC) as well as generation of collaterals for their communications kit** <https://www.fsc.org/> ;
- KHPT: Mentorship programme for development communication. This includes providing sustained, year-long support for six KHPT members and building their capacity to produce high-quality content for internal and external communication www.khpt.org ;
- Lilly MDR-TB Partnership: Aequum has successfully completed a six-month programme to mentor 15 TB Advocates from across five states of India ;
- Arghyam: I, with a team, have researched, written and published two documents one on Participatory Groundwater Management through a citizen's movement in Bhuj, Gujarat and one on Septage Management in Tamil Nadu, as well as curated science-based participatory water initiatives www.arghyam.org ;
- Karuna Trust: The Aequum team has researched and written several documents for health-related projects of Karuna Trust www.karunatrust.org ;

- Curated a first-ever photo exhibition on TB for a USAID-funded project for TB-Alert for World TB Day – 2018;
- Curated three websites, a ten-year memoir, a bird album and several other collaterals for United Way Bengaluru

2010 - 2014

Director- Government Relations & Strategic Initiatives at The Akshaya Patra Foundation, Bangalore, reporting directly to the CEO - Leading Government & Media Relations, Advocacy, Public Relations and Events

The Akshaya Patra is the largest implementer of the Indian government-led mid-day meal program impacting 1.76 million children every school working day. It works in a public-private partnership with the Central and nine state governments of India (www.akshayapatra.org)

I consciously strategized to position Akshaya Patra as a thought leader to effect change and influence opinion on the larger implications of hunger and its linkages to education. I did this by:

- Advocating with the Ministry of Human Resource Development for building better relations between Akshaya Patra and the Ministry;
- Advocating for changes to the mid-day meal scheme, which would bring greater operational efficiency to the scheme in general, and centralized kitchens in particular;
- Building editorial support with some of India's best known print and electronic media editors and international journalists who are based out of India to further the debate on hunger and its linkages to education, and enable top-of-the-mind recall for Akshaya Patra;
- Creating innovative programs for engaging with the media, which has traditionally shown less interest in covering development (I can provide a short case study on this on request);
- Putting in uniform strategies for crisis communications;
- Generating content which clearly demonstrates the impact of the mid-day meal on children, targeted towards donors;
- Building the brand through celebrity endorsements, which included bringing Shankar Mahadevan (one of India's best known singers and composers) on board as the Goodwill Ambassador, on a pro bono arrangement;
- Creating a cadre of influencers from among the media, corporate houses and other fields;
- Responding to special needs of India's mid-day meal programme e.g. advocating with the government for special training to be imparted to cooks on safety and hygiene as a response to the mid-day meal tragedy that struck the state of Bihar in India in July 2013 and killed 23 children. This intervention resulted in 2000 cooks being trained;
- Conceptualizing and leading the content development for education materials for different stakeholders using relevant media e.g. comics (samples can be provided on request);
- Building a lean team that delivered big results;
- Initiating the writing of God's Own Kitchen, a book on Akshaya Patra, by a best-selling author, Ms Rashmi Bansal to record institutional learnings in a reader-friendly manner.

Media

1993 – till date

Independent journalist and development writer

Mainstream media

- Began writing as a freelance journalist and writer in 1993 by writing middles, short stories for children and essays on parenting;
- Write chiefly on development issues, particularly HIV/AIDS, Primary Healthcare and TB and allied issues e.g. small farmers and migration, marginalized and vulnerable communities for Deccan Herald, The Hindu Businessline etc.;
- I have written for The Lancet;
- I founded and run a blog dedicated to TB. Called [Journalists against TB](#), the blog has become a well-known space across the globe for issues dedicated to TB. JATB has reported from several international conferences;
- On invitation, I have also visited Damien Foundation, Bangladesh to document patient stories from the short-course regimen for MDR-TB.

Links to some of my work:

<https://switchingthepoles.itg.be/stories/journalists-in-residence/>
[http://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(16\)30014-9/fulltext](http://www.thelancet.com/journals/lancet/article/PIIS0140-6736(16)30014-9/fulltext)
<http://www.deccanherald.com/content/293989/aiming-bring-tb-cases-zero.html>
<http://www.deccanherald.com/content/321562/tb-needs-better-treatment-drugs.html>
<http://www.stoptb.org/assets/documents/news/bharatitbdiagnosischildren.pdf>
<http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2810%2960151-1/fulltext>
<http://www.thehindubusinessline.in/life/2007/06/08/stories/2007060800170100.htm>

International representation, awards and recognition

- Invited to 'Time to end TB – a new path to defeating the world's oldest epidemic', a meeting held at Wilton Park, West Sussex, UK, in the lead up to the High Level Meeting to be held at the United Nations in 2018.
- Invited to be the Master of Ceremony at the inaugural ceremony of ECTMIH2017, an international health conference held in Antwerp from 16-20 October 2017.
- Was a member of the panel of a debate on Global Health and Journalism at ECTMIH2017.
- Recipient of The Journalist in Residence Scholarship awarded by Institute of Tropical Medicine, Antwerp, Belgium – 2015 (served in 2016)
- Recipient of the *Reporting HIV/AIDS Bursary, 2006 given by The EU-India media initiative on HIV/AIDS*
- Recipient of the *'Reporting HIV/AIDS- EU-India Media Awards 2006'* given by the Thomson Foundation, UK for my article *'Whither Messaging? 20 years after HIV entered India – a reality check'*
- Presented a paper on the use of alternate spaces to augment the mainstream media to showcase health issues at GHF 2014 held in Geneva in March 2014
- Represented The Akshaya Patra Foundation at a world conference on Empowerment of Rural Women in Rabat, Morocco in March 2013
- Reported from the 43rd Union World Conference on Lung Health in 2012 at Kuala Lumpur on a fellowship from Global Health Strategies
- Was invited to Stockholm to speak at the Childhood Tuberculosis Meeting 2011 organised by European Centre for Disease Prevention and Control on the basis of a story published in Journalists against TB.
- Won the *Stop TB Partnership Award for Excellence in Reporting on TB – 2011 for the story on Childhood TB published in Journalists against TB entitled "Children and TB - the diagnostic challenges"*
- Reported as a Panos Fellow from AIDS 2010 held in Vienna, Austria.
- Designed and coordinated media activities for AIDS 2008 held in Mexico City in August 2008.

- ° Participated as a media scholar in ICAAP8 held in Colombo, Sri Lanka in August 2007.

Earlier experience

2007 – 2010 (Independent development communications consultant)

Held a short-term (6-month) assignment with the FAO of the United Nations as National Consultant, Communications, *Organic Production of Under-utilized Medicinal, Aromatic and Natural Dye Plants Programme for Sustainable Livelihoods in South Asia*. The project objectives were to work with small farmers in order to encourage organic and sustainable methods of farming and to organize them into producer companies so that they could access markets for their produce. It was a multi-country project – India and Bhutan.

2002 – 2007

Director – Documentation, Communication for Development and Learning (CDL), Bangalore
I studied and documented NGO interventions across the country on diverse issues. Some of these are listed below:

- Karuna Trust, Bangalore (Community based health insurance and Integrated Education Programme)
- Vivekananda Girijana Kalyana Kendra, B R Hills, Karnataka (tribal development)
- GREEN Foundation, Bangalore (seed security and sustainable agriculture for poor and marginal farmers)
- CRY, Kutchh, Gujarat (relief work for quake-affected children)
- Indo-Norwegian Environment Programme (INEP) – (Techno interventions - Flyash Utilisation, Bio-medical waste management, Solid Waste Management, and Iron tailings Utilisation)
- NORAD
- VHAJ documents for Karuna Trust and Vivekananda Girijana Kalyana Kendra, B R Hills

Other initiatives at CDL

- *Small Grants programme under the Health Journalism Partnership* launched by Internews Network, Panos London, and the International Center for Journalists (ICFJ) - A five-month programme to build capacity into journalists for informed reportage on health.
- *UNICEF supported media intervention* to sensitise language journalists in four high-incidence districts and to promote informed coverage on HIV/AIDS.

References:

1. Shri Chanchalpathi Das, Vice-Chairman, The Akshaya Patra Foundation Email: cpdesk@hkm-group.org, cpd@iskconbangalore.org
2. Karen Van der Westhuizen, Communications Director, FSC International, E-Mail: k.bennett@fsc.org Phone: +49 (0)228 367 66-58
3. Dr H Sudarshan, Founder/Secretary, Karuna Trust, Bangalore. E: drhsudarshan@gmail.com