

# GITESH KUMAR SINHA

## CSR & Advocacy Specialist

CSR & Advocacy Specialist | Ex-TERI | 15+ Years Driving High-Impact Social Initiatives | Expert in CSR Strategy, Stakeholder Engagement & ESG Compliance | Brand Storytelling | Proven Collaborator with NGOs, Government & Corporate Partners to Advance SDGs |

Phone: 9891899419

Website:

<https://mycreativeprofile7.blogspot.com>



Location: Noida

### WORK EXPERIENCE

#### VD Tiwari & Company (VDTc)

##### Corporate Outreach & CSR Consultant (Nov 2023- Till date)

- Lead design and implementation of integrated community development programs, including education, healthcare access, digital skill building and nutrition initiatives.
- Conduct research and assessment studies to inform program design and performance indicators.
- Collaborate with government departments, NGOs, and corporate partners to align programs with policy frameworks and regulatory requirements.
- Oversee monitoring, evaluation, and impact documentation for strategic initiatives and audit reporting.

#### Care Health Insurance

##### Branding & Corporate Communication Manager (Feb 2021- July-2023)

- Structured CSR frameworks aligned with compliance and policy standards.
- Supported ESG documentation and reporting aligned with global frameworks and regulatory norms.
- Developed communication materials for stakeholders, including detailed reports and impact narratives.

#### The Energy & Resources Institute -TERI

##### Outreach & Advocacy Manager - (June 2014 till June 2022)

- Managed research initiatives and advocacy campaigns focused on sustainability, education, and community empowerment.
- Drafted reports, technical briefings, and advocacy documents for corporate, civil society, and government stakeholders.
- Built and coordinated multi-stakeholder partnerships to support program objectives and information dissemination.

### Education

- **MBA (Marketing)**  
AITSM Greater Noida
- **B. Com**  
Delhi University

### Key Skills

- Policy brief development
- Secondary research & literature review
- Evidence synthesis & data analysis
- Gap identification and policy recommendations

### Communication & Documentation

- High-quality report writing
- Proposal & concept note development
- Presentation to multi sector stakeholders
- Bilingual proficiency

### \*Key CSR Projects

- Saksham 2024 (Savista, Global Noida)
- EWER 2020 (BSES Delhi)
- Green Library Project 2019 (Arunachal Pradesh)
- Protectors of Environment 2018 (ONGC Gujarat)

### Program Leadership

- CSR & social program strategy
- Multi-stakeholder partnerships

## **Earlier Roles in Education & Outreach**

**Macmillan Education India | Marketing & Government Initiatives — 2012–2014**

**Wolters Kluwer – CCH | Senior Marketing Executive — 2010–2012**

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## **SELECTED PROJECT EXPERIENCE**

- **Saksham CSR Initiative (Savista Global Solutions)** — Integrated digital skills, health services, and community infrastructure programs benefiting 3,000+ residents.
  - **Health, Education & Inclusion Initiatives** — Developed structured community models for preventive health camps and skill development.
  - **Policy-Adjacent Studies & Reports** — Conducted evaluations and authored reports supporting improvements in community intervention strategies.
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## **EDUCATION**

- **MBA (Marketing)** — Apeejay Institute of Technology, Greater Noida  
**Bachelor of Commerce (B.Com)** — University of Delhi
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## **CERTIFICATIONS**

- **Social Impact Strategy for Entrepreneurs** — University of Pennsylvania
  - **Fundamentals of Digital Marketing** — Google
  - **Non-Profit Essentials** — Cornerstone Foundation
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(Sep 2002 till Dec 2003)

## **TOOLS & LANGUAGES**

- **Microsoft Office (Advanced)**
- **Report writing & documentation**
- **English (Fluent), Hindi (Fluent)**