Summary: A high potential Sustainability and Communications leader with over 15 years in a leadership role and numerous prestigious awards and accolades to my credit; I have made tangible and valuable contributions to the companies I’ve worked with and for. Having recently been signed on as co-author on the UN SDG Corporate Guidebook Series – a project of Sherpa Institute of Sustainability, I am pioneering CISR (Continual Improvement for Social Responsibility) in India as CISR Expert Advanced Placement.

## **Career Journey:**

#### February 2018 till date: Head – Sustainability & Inclusion at PVR Limited

#### April 2013 to Jan 2018: Independent Sustainability and Communications Consultant

#### July ’11 – March ’13: IBM India Pvt. Ltd. as Communications Lead

#### Dec ‘07 till Jul ’11: Tata Tele Ltd. (TTL) as DGM Corporate Affairs & CSR/ Sustainability

#### May ‘06 – May. ’07: Cummins India Limited, Pune as Head of Marketing Services, (PGBU)

#### Sept ‘04 -May ’06: Tata Power Delhi Distribution Ltd., (TPDDL) Delhi as Head, Corp. Comm., & CSR

#### Jan ‘1997 - Sept ‘04: Handled Corp. Comm. at LML as Divisional Manager, at Max India as Manager and at Escorts Ltd. As Manager

#### Jan’92-Dec’93: Indian Express Group of News Papers Ltd. as Business Executive – Social Marketing.

### Head Sustainability & Inclusion at PVR Limited (Feb 2018- date):

At PVR Cinemas, I am the forefront of pushing a policy change towards making movie entertainment accessible for people with disabilities in India. I am currently spear-heading the Company's efforts to make the cinemas friendly for the elderly and people with disabilities (Mobility, Visual and Hearing/ Speech). In addition, I am providing leadership and strategic direction, implementation framework and process orientation for various Sustainability initiatives at PVR that include:

* Waste to Wealth including e-waste management as per 2016 Rules
* Sustainable Packaging,
* Energy and Water Conservation; exploring options for rooftop solar options in stand-alone cinemas Assessment of the life-cycle and chain
* BRR and Sustainability Reporting.
* Chairperson POSH Committee Western Region.
* Co-author on the UNSDG Guidebook Series being brought out by SHERPA Sustainability Institute.

Achievements:

* Received Microsoft Nipman Foundation Award for enabling equal opportunity in the Physical Accessibility category
* Achieved a big victory after concerted efforts in the form of a letter from Ministry of I&B to the Producer’s Association to encourage and persuade their members to make films with Audio Description for the Visually Impaired.
* Announced 50 wheelchair friendly cinemas, Movies for Visually Impaired through Mobile App, subtitled shows for Hearing impaired, Sensory friendly shows
* Eliminated 100,000 kg plastic from our operations and replaced it with bio degradable material in a year
* Reduction of CO2 emissions by 1699 tons.

## Independent Sustainability Consultant (April 2013 to Jan 2018)

* Assessed 10 companies as Lead Assessor for Sustainability Excellence for CII-ITC Centre of Excellence in Sustainable Development
* Created a Behaviour Change Communication Strategy for Sustainable Transportation for an EU funded Projects with a strong research backbone
* Led Need and Impact Assessment and CSR strategy Projects for multiple clients
* Created Business Responsibility Reports based on SEBI guidelines under its Listing Obligations and Disclosure Requirements for multiple clients.
* Re-aligned CSR strategy for clients in line with the requirements under Section 135 of the Companies Act 2013 and related rules and guidelines, as well as NVGs ( Now National Guidelines on Responsible Business Conduct 2019) , SDGs etc.
* Chaired the sexual harassment committee and conducted investigations for various client organisations.

Communications Lead at IBM India Pvt. Limited

* Set up from scratch the Communication practice for key accounts to enable robust Client Communication and business goals enabling communications between client teams across various geographies including India, South Asia and Africa.
* Launched and led diversity initiatives aimed at getting more women into fields with low diversity ratio at IBM like Sales and Technology through Sales Elan and Tech Acme; had phenomenal success with 20-30% increase in the first year.
* Built strong connect with the business and enhanced pride of association among IBM employees by engaging regularly and meaningfully with employees working across geographies (21 countries across SA and Africa) at IBM
* Launched and ran the Internal Social Media Platform to ensure active engagement on issues of critical importance to the Company and the account at IBM.

Head Sustainability and Internal Communications at Tata Teleservices Limited (Dec 2008 to July 2011)

* Effective Engagement Strategy, Internal Communications efficacy measurement metrics designed and adopted across the company, including the MD’s Balanced Scorecard
* Created a CSR Index to measure performance of various Circles on CSR and Sustainability
* Led the POSH Committee and initiated programs that increased diversity
* Enabled employability for ‘people with disabilities’ through innovative programmes.
* Conducted 8 Business Excellence assessments as a key member of Business Excellence team based on the Malcolm Baldridge Model of Business Excellence.
* Led the POSH Committee.

## Head – Marketing Services at Cummins India Limited (May 2006- 07)

* Helped increase business across BUs by 9% by launching a targeted, consumer centric brand strategy for the genset Business
* Led Brand change and was the first team across the globe that completed complete change from Blue to Black and red; despite having a huge outdoor presence; was lauded for completing it before deadline.
* Established Cummins Power Generation as the preferred brand across various Customer Segments across all Business Units.
* Revamped Consumer Newsletter and enhanced involvement of Customers
* Highly appreciated for communication around Vision, Mission and Values by the Global team.
* Employee engagement, motivation and built connect with the business and pride of association at Cummins
* Led 2 Yellow Belt and Championed One Green Belt Project.

### Head of Group Corp. Communications and CSR at Tata Power Delhi Distribution Limited (Sept 2004 to May 2006):

* At TPDDL, I led the Communications function in an extremely challenging external and internal atmosphere; Strengthened the internal culture, led cultural change.
* Was successful in changing the brand image/ perception of the Company from an inefficient company to one that benchmarks itself with the best in the World. The then CM, Ms Sheila Dikshit commended our efforts and urged the other2 Discoms to emulate us. Was rated as the best Discom in Delhi.
* Got Corp Comm. function ISO Certified
* Faced assessments of CII-EXIM Bank and TBEM as an assessee.
* Launched and led Energy Club; an innovative CSR programme that helped reduce theft and increase responsible consumption.

## **Professional Certifications and Training:**

* Certificate Course in “Forensic Accounting & Fraud Examination” from West Virginia University on Course Era (July 2017)
* Certified Sustainability Assessor by CII- ITC Centre of Excellence (2014-2018)
* Certified for Sustainability Reporting by GRI for as per GRI G4 guidelines 2015
* Certificate Course, “Introduction to Sustainability” by University of Illinois at Urbana-Champaign on Course Era in 2015
* Certified by IOD as Corporate Board Directors
* Qualified Business Excellence Assessor as per the Malcolm Baldridge Model by TQMS
* IQL’s QES programme
* Cummins Leadership Development Programme- Cummins Operating System Training
* Motorola University's Green Belt Training
* WILL “Creating Women Business Leaders: 2011
* Leadership Assessment (TQMS, TV Rao, Chattur Consultants).

## Awards & Recognitions:

* Most Influential Sustainability Leaders 2018
* D. L. Shah Trust/ASSE Safety India Award for Sustainability 2015
* Among 200–odd panellists globally at brainstormed on Sustainability Issues at 2 consecutive Global Opportunity Panels ( 8 held globally); that resulted in the Global Opportunity Reports 2015 & 2016 <https://www.unglobalcompact.org/docs/publications/Global_Opportunity_Report.pdf>
* Industry contributor on 2 consults on e-waste management by CII and the Ministry of Environment.
* CMO Asia Award for Sustainable Strategies 2011
* Asia Publishing Award for Most Innovative Internal Communications Campaign 2010
* Huge appreciation received from Corporate Headquarters for VMV communications developed at Cummins India and adopted in other country-offices
* Chairman’s Award for promoting Diversity at Cummins
* WILL (Women in Leadership) Best Mentee Award 2011.

#### Academics:

* Postgraduate Degree in Mass Communications from Punjab University, Chandigarh.
* Graduate in Arts from H. P. University, Shimla.