

**VANAJAKSHI B.H**  
**IEC & Communication**  
**Expert**  
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### Executive Summary:

Senior **Reporter & Communication Professional** with 10 plus years of experience in functions revolve around managing large-scale development programs involving multi-sectoral partners including the Government and Private sector. Strong communicator with proven documentation skills, adept at leading and mentoring teams through strategic results-based framework. Rather than a 'top down' leader, I am an enabler' and critical friend to a team of professionals with a range of experiences. Received Gold medal is an added value for Academic achievement.

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### Areas of Expertise:

- Advisory roles in Government affairs
  - Effective management of partners and stakeholders
  - Proficient in procurement and content management
  - Establishment and operations of grievance redressal cells
  - Skilled in media advisory and crafting press releases
  - Creation of strategic frameworks
  - Expertise in sanitation policies, strategies, bylaws, and institutional reforms
  - Design and implementation of IEC strategies
  - Competent in programme management and delivery
  - Strong skills in reporting and data analysis
  - Strategy formulation for expanding reach into Rural Karnataka
  - Development and implementation of training and capacity-building strategies
  - Proficient in communication, networking, and liaison activities
  - Digital marketing strategy formulation and performance monitoring
  - Expertise in content creation and structuring
  - Corporate Social Responsibility (CSR) initiatives
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### Educational Qualifications:

- **Post Graduation in Mass Communication and Journalism (MCA)** – University of Mysuru, Mansa Gangotri - 2013
  - **Bachelor of Arts (BA)** – **Government First Grade college for Women's (GFGCW)**, Hassan- SEJ (Sociology, English, Journalism)-2011
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### Technical Qualifications:

–MS Word, Excel, Power Point, Video Editing & Networking.

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### Languages Known:

| Languages | Read      | Write     | Speak     |
|-----------|-----------|-----------|-----------|
| English   | Excellent | Excellent | Excellent |
| Hindi     | Excellent | Excellent | Excellent |
| Kannada   | Excellent | Excellent | Excellent |
| Telugu    | -         | -         | Good      |

### Publications:

- More Than 40 Articles published in RDWSD website ([www.swachhamevajayate.org](http://www.swachhamevajayate.org))
- More than 2 articles published in Karnataka Vikasa Magazine publication by RDPR, GOK
- More than 14 articles published in Wordpress Swachh Bharath Mission (G) Publisher by GOI
- Cyber Vartika Newsletter from CySecK

### Professional Summary:

| Duration               | Employer/Client                                 | Positions held                                |
|------------------------|-------------------------------------------------|-----------------------------------------------|
| Aug 2022 to till today | ITBT-GoK                                        | Programme Manager – Awareness & Communication |
| Oct 2019 to Aug 2022   | RDWSD Dept., GoK.                               | State IEC Expert                              |
| Jan 2018 to Dec 2018   | CGparivar Global Vision (Sara Jeevan)           | Input Head                                    |
| Aug 2014 to Dec 2017   | Samparka Info Media Pvt.Ltd (prajaa TV Kannada) | Reporter                                      |
| Aug 2013 to July 2014  | Samaya News Kannada                             | Reporter                                      |
| Jan 2013 to Aug 2013   | Aikya Global                                    | PRO                                           |

### Professional Experience:

#### Present Assignment:

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| <b>Name of the Projects</b> | : | <b>CySecK</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Year</b>                 | : | Aug 2022 to till today                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Location</b>             | : | <b>IISc, Bengaluru, Karnataka, India</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Clients</b>              | : | <b>ITBT, KITS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Positions held</b>       | : | Programme Manager – Awareness & Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Activities Performed</b> | : | <ul style="list-style-type: none"><li>• Responsible for defining and executing the cyber awareness programme</li><li>• Develop strategy for programme execution to achieve the objectives and deliver results at scale</li><li>• Track trends in cybersecurity and propose changes to outreach based on latest cyber threats/risks</li><li>• Manage volunteer programme</li><li>• Identify the foster partnership with other organization from industry, academia, Govt bodies, civil society etc.</li><li>• Effective collaboration with vendors and partners</li><li>• New innovative ways to delivering digital content</li><li>• Conduct periodic reviews of the activities to assess effectiveness</li><li>• Maintains CySecK's social media handles</li><li>• Curate and edit content for Cyber Vartika</li><li>• Budget estimation for activities</li><li>• Create RFP documents for technical requirements</li><li>• Creating Cybersecurity awareness materials</li><li>• Preparing cybersecurity Awareness materials etc.</li></ul> |

### Previous Assignments:

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| <b>Name of the Projects</b> | : | <b>Swachh Bharat Mission (G) and Jal-Jeevan Mission</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Year</b>                 | : | Oct 2019 to Aug 2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Location</b>             | : | <b>Bengaluru, Karnataka, India</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Clients</b>              | : | <b>Rural Drinking Water &amp; Sanitation Department-Govt. of Karnataka</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Positions held</b>       | : | State IEC Expert                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Activities Performed</b> | : | <ul style="list-style-type: none"><li>• Strategic planning for IEC (Information, Education and Communication) and Capacity Building activities in Swachh Bharath Mission (G).</li><li>• Establishing/Managing grievance management system of PARIHARA.</li><li>• Coordination with Zilla Panchayats and other line Departments including Government of India.</li><li>• Digital Media handling</li><li>• IEC materials Development.</li><li>• Conducting special Campaigns and Follow-up.</li><li>• Dept. Grievance Redressed Cell Management.</li><li>• Coordination with All District Consultants on regular basis.</li><li>• Conduction Trainings, Training Material Development etc.</li><li>• Conducting VCs and Monitoring evaluation of each activity.</li><li>• Implementing <b>Sanitation Policy, Strategy and Bylaws</b></li><li>• Translation of SBM(G) And JJM Guidelines and posters, wall arts etc.</li><li>• Content Development for Website and Design</li></ul> |

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| <b>Designation Handled</b>  | : | <b>Input Head</b>                                                                                                                                                                                                                                                                                                                                   |
| <b>Year</b>                 | : | Jan 2018 to Dec 2018                                                                                                                                                                                                                                                                                                                                |
| <b>Location</b>             | : | Bengaluru, Karnataka, India                                                                                                                                                                                                                                                                                                                         |
| <b>Clients</b>              | : | <b>CG Parivar Global Vision</b>                                                                                                                                                                                                                                                                                                                     |
| <b>Positions held</b>       | : | Input head                                                                                                                                                                                                                                                                                                                                          |
| <b>Activities Performed</b> | : | <ul style="list-style-type: none"><li>• Coordination with city reporters and District Reporters.</li><li>• Collected Breaking news and day to day happenings.</li><li>• Communication with Bulletin Producers and helping them to select news as priority.</li><li>• Selection of News which is more important and relevant to situation.</li></ul> |
| <b>Year</b>                 | : | Aug 2014 to Dec 2017                                                                                                                                                                                                                                                                                                                                |
| <b>Location</b>             | : | Bengaluru, Karnataka, India                                                                                                                                                                                                                                                                                                                         |
| <b>Clients</b>              | : | <b>Samparka Infomedia Pvt.Ltd</b>                                                                                                                                                                                                                                                                                                                   |
| <b>Positions held</b>       | : | Reporter                                                                                                                                                                                                                                                                                                                                            |

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| <b>Activities Performed</b>         | : | <ul style="list-style-type: none"> <li>Covering Beat news (Health, Education, Horticulture, BWSSB, Transport etc).</li> <li>Covering Breaking News. Giving Ground Reports and Reality Checks reports timely. Interviews, Walkthroughs, Major events coverage, political Developments Coverage etc.</li> <li>Development of Day-to-day coverage stories along with Video Cut. Development of Half an Hour Segments. Special days Live programmes.</li> <li>Collaborated with Camera Operators and Others in the Field.</li> <li>Built good relationship with relevant sources in my Beat.</li> </ul> |
| <b>Name of the Position handled</b> | : | Reporter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Year</b>                         | : | Aug 2013 to July 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Location</b>                     | : | Bengaluru, Karnataka, India                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Clients</b>                      | : | Samaya News Karnataka                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Positions held</b>               | : | Reporter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Activities Performed</b>         | : | <ul style="list-style-type: none"> <li>Metro Reporter (covering Bengaluru City Development News and Develop Story or Segments. Covering Lifestyle Events.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                |

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| <b>Name of the Position handled</b> | : | PRO                                                                                                      |
| <b>Year</b>                         | : | Jan 2013 to Aug 2013                                                                                     |
| <b>Location</b>                     | : | Bengaluru, Karnataka, India                                                                              |
| <b>Clients</b>                      | : | Aikya Global                                                                                             |
| <b>Positions held</b>               | : | PRO                                                                                                      |
| <b>Activities Performed</b>         | : | <ul style="list-style-type: none"> <li>Media Handling, Crisis Management and Event Management</li> </ul> |

### Personality traits

- Resourcefulness
- Excellent Memory
- Clear Voice
- Good Communication skills
- NCC 'C' Certificate Holder
- **Gold Medalist**
- Sports Person

### Other Details:

Marital Status: Married

Willingness to relocate:

Yes

References: would be providing if requires