



CURRICULUM VITAE

CHITRA IYER

SUMMARY

With over two decades of dynamic experience in the social development sector, I am a passionate and committed individual who has successfully coordinated projects at district, state, and national levels. Collaborating closely with the Departments of Health and Family Welfare, Women and Child Development, Youth Affairs, and Science and Technology, I've had the privilege of working with diverse backgrounds and cultures.

My extensive portfolio includes collaboration with notable National and International agencies such as Healthlink Worldwide, Bernard Van Leer Foundation, Unicef, The Bill and Melinda Gates Foundation, Tata Trusts, and USAID. Notably, I led an award-winning project on Child Participation in Ashram Schools of Valsad district, Gujarat, securing the Banyan Tree Value Challenge Award of US \$5000 at the Asian Forum for Corporate Social Responsibility 2008, Singapore.

My expertise spans community engagement, project management, capacity building, advocacy, networking, documentation, and fundraising under Corporate Social Responsibility. I employ participatory communication approaches, such as summer camps, radio, road shows, and traditional media, to enhance communities' access to health entitlements.

I have successfully coordinated the Communication for Health India Network at the national level and advocated for the rights of children, adolescents, and women at the state level, contributing to policy reviews and recommendations. I have presented papers and experiences at various levels and played a crucial role in developing diverse communication materials, including brochures, newsletters, annual reports, concept notes, and training modules.

Recent contributions involve focusing on CSR activities, resource mobilization for blood banks, thalassemia control and prevention programs, and documenting stories of change for the Infant and Young Child Nutrition project funded by Unicef-Gujarat. I also actively contributed in capacity building and documentation for Community Based Nutrition interventions, WASH, and the creation of training tools. Currently I am empowering rural and urban youth on employability skills through an online platform.

My unwavering passion lies in working with rural and tribal communities, making a meaningful impact on their well-being.

+91 98982 10254

iyer.chitra39@gmail.com

Language Skills

English, Hindi , Gujarati and Tamil (mother tongue).

Have been brought up in Gujarat and worked extensively in Gujarat and Rajasthan with rural and tribal communities and therefore familiar to Hindi and Gujarati language apart from mother tongue.

Qualification

Bachelor of Science with specialization in Zoology- 1987

Masters in Public Administration-1990

PROFESSIONAL EXPERIENCE

Independent Consultant

February 2019-ongoing

As an Independent Consultant, am currently working on life skills training health, nutrition and gender based issues supporting non-profit organizations

Key outputs

- **Conducted structured discussions and online interviews with key stakeholders for documenting best practices under Global Program to Accelerate Action to End Child Marriage for Unicef, Gujarat led by New Concept Centre for Development Communication.**
- **Developed study tools for assessing gender responsiveness of schools for Institute for Social Action and Research**
- **We learnt! We Practiced! We Managed! – Investing in MHM in Dahod, Gujarat – An assessment report.**
- **Contributed as a Project Co-lead to Mobineers Infosystems Pvt.Ltd. for Gujarat District wise skill gap analysis, GSDM**
- **Consultant Trainer, The Nudge Foundation for facilitating online courses for rural youth on basic English speaking and Employability skills (21st century skills) from November 2020 onwards till date**
- **Menstrual Hygiene Management – an Assessment report, CSPC**
- **Promoting MHM in Dahod, Baseline Survey report, CInI**
- **Process Report on Building Innovation Ecosystem, a pilot program in schools of Mysuru Rural, Karnataka for EncubeLabs, India.**
- **Content writing and website revamping of CHETNA and SRKPS websites**
- **Capacity Building of Nutrition Champions, Documenting stories of change and development of Project Assessment Report, CInI**
- **Training module on Early Childhood Care and Education and facilitating training for Anganwadi Workers in Barmer, Rajasthan, CHETNA**
- **Nutrition and Women: Understanding and addressing the complexities to implement a comprehensive approach, CHETNA**
- **Project brief on strengthening Malnutrition Treatment Centres, CHETNA**
- **Project brief on Adopting a convergent approach for strengthening the Rashtriya Kishor Swasthya Karyakram, CHETNA**
- **Drafted Field Screening Training Manual for ASHA workers for identification and initial intervention of domestic violence on women in communities**

Capacity Building Consultant to Commissionerate of Rural Development (CRD), Gandhinagar for SBM-G

2018-January2019

As a Technical Support Unit to CRD for Solid and Liquid Resource Management under Swachh Bharat Grameen in five pilot villages in five districts of Gujarat, State.

Key outputs

- **Technical Support for IEC**
- **Building capacities of District and Block Trainers**
- **Developing prototype training materials and IEC Strategy for strengthening sanitation clubs in identified five villages for pilot**

PROFESSIONAL EXPERIENCE

Program Manager, Urban Management Centre

2017-May 2018

As a Program Manager, contributing in the Health and WASH interventions in urban areas, documentation processes under NULM and also in socio-impact assessments

Key outputs

- **Endline survey of WASH interventions in slum settlements of Ahmedabad**
- **Captured human interest stories**
- **Socio-economic survey for engaging with stakeholders for revitalizing the historic Sardar Market-Girdikot under Jodhpur Heritage Management Plan**
- **Draft paper on community engagement, urban skilling and livelihood under “Issue and cases for ensuring inclusive urban cities”**
- **Contributed in drafting “The critical role of SHGs in SBM: A compendium on leading practices in urban sanitation and waste management”**
- **Script writing and research for a video on “Guiding principles for SHG under NULM**

Health Communication, WASH, Documentation, CSR – Resource Mobilization

2013-2017

- **Self learning interactive materials on communication, M.P.Bhoj Open University.**
- **Capacity building on WASH IEC strategy for CInI**
- **Process documentation and stories of change: Infant and Young Child Nutrition, Unicef, Gujarat.**
- **Proposal writing, fundraising under CSR initiatives for blood bank, blood disorder diseases and education, Project 'Life', Rajkot.**
- **Educative after school activity based learning material, HPPI**
- **Planning and developing capacity building initiative of identified Nutrition Champions, CInI**

PROFESSIONAL EXPERIENCE

Project Manager - Centre for Health Education, Training and Nutrition Awareness

2011-2013

As a state partner, coordinated the project “Participatory Communication Initiative for improving access to public health care services for rural communities under the National Rural Health Mission” in Gujarat and Rajasthan state in five districts each of Gujarat and Rajasthan

Key outputs

- **Project and Finance management, capacity building of trainers (NGO)/frontline functionaries from Health and Family Welfare Department, Women and Child Development Department, advocacy at the district and state level, designing behavior change health communication strategy, developing and training modules, documentation and dissemination of experiences at the district, state and national levels forum.**

Programme Resource Person, CHETNA

2004-2011

Key outputs

- Capacity building of NGO partners, teachers, children and adolescents on child rights, life skills, health communication, BCC in Gujarat, Rajasthan
- Consultations with NGO partners/ District Development Officers, Chief District Health Officer, Program Officer, ICDS and Child Development Project Officers
- Coordinated Communication for Health India Network, a national level network as a Network Coordinator
- Contributed to the activities of Health Communication Network, Gujarat
- Coordinated with UNFPA for organizing interactive activities and participated at the National Quiz organized by Ministry of Youth Affairs and Sports and contributed in developing implementation guidelines for working with youth in states.

At the National/State/District level

- Coordinated with UNFPA for organizing interactive activities and participated at the National Quiz Organized by Ministry of Youth Affairs and Sports and UNFPA and contributed towards developing implementation guidelines for working with youth in States
- Facilitated Child Reporter's Participation in the National Convention for Children and National Consultation on Child Rights at New Delhi.
- Coordinated with media representatives at the National/State and District level (print, radio (AIR/FM) and TV).
- Coordinated radio series for children and adolescents on All Indi Radio with Health, Nutrition, Environment and Child Rights Experts and the then DGI, Ahmedabad
- Contributed towards preparing press notes/press releases, interaction with media representatives and press conference.

Part time Trained Graduate Teacher Science, Kendriya Vidyalaya Sangathan

1990-1992

Key outputs

- Developing and facilitating interactive learning methods.

PARTICIPATION/PRESENTATION IN INTERNATIONALCOURSES/CONFERENCES

- **Paper presented – Child Participation: CHETNA’s experiences at a National Workshop organized by CCDT Mumbai and Plan India, 2011**
- **Poster presentation on Balmitra – Children’s right to participation at the**
 - a) Asian Forum for Corporate Social Responsibility, Singaporpe, 2008**
 - b) Working Group on Health Concerns at the 4th International Conference on Environment Education, Ahmedabad, 2007**
 - c) 4th Asia Pacific Conference on Adolescent Sexual and Reproductive Health, Hyderabad, 2007**
- **Participated and co-facilitated a training on Focussing Resources on Effective School Health: A Child to Child Approach, Karachi, Pakistan, 2006.**
- **Participated in Child-to-Child approaches: An International course for facilitators at London, UK, 2005.**
- **Participated and facilitated participation of network partners in World Social Forum, 2004.**
- **Participated in Regional Advocacy Workshop on Sexual and Reproductive Health and Rights, Bangkok, Thailand, 2003.**

WEBSITES/NEWS/RADIO PROGRAMMES/PUBLICATIONS/ INNOVATIVE PARTICIPATORY PROGRAMMES

Video:

- Developed a 12 minute film on “Summer Camp: An interactive journey with children”
- Initiated, conceptualized and implemented summer camp with approximately 200 disadvantaged children on health concerns identified by them in five communities. (April–May 2006).

Print Media:

- Initiated a newsletter “Pahel” focusing on advocating for valuing the girl child for CHETNA’s Regional Resource Centre
- Contributed in developing CHETNA News (Organizational Quarterly Newsletter), and for publishing Annual Report of CHETNA.
- Initiated and coordinated a monthly in-house newsletter titled CHETNA Update

Print/E-media:

- Coordination and development of the Communication for Health India Network (CHIN) News

Website:

- Coordination, Development, launching of the Communication for Health India Network (CHIN) website, regular updating of the website.

Radio programme:

- I have also coordinated a 13 episode series of Radio programmes on Adolescents and young.

DOCUMENTATION

- Process Documentation- Enabling tribal communities to adopt positive Infant and Young child Feeding Practices, Unicef, Gujarat.
- Briefing pamphlets highlighting participatory communication strategies of 10 intervention blocks in Gujarat and Rajasthan States.
- Waves of Change – capturing stories of social change observed in enhancing communities’ access to health and nutrition entitlements of Gujarat and Rajasthan
- Nikhar: personality development training for children, Plan India

- **Process documentation – From Rights to Responsibilities: enhancing children to take action, Unicef, Gujarat**
- **Process documentation – Piloting Child Reporter’s Program, Unicef, Gujarat**
- **Fundraising strategy for Child to Child approaches**
- **Bibliography on Communication related materials, Adolescent Sexual and Reproductive Health, CHETNA**
- **Case studies on Empowerment, Advocacy- CHETNA’s understanding and efforts**
- **Guidelines for developing newsletters**
- **Paper on Interactive participation in Fairs**

AWARDS RECEIVED

- **Gold Medalist in Masters in Public Administration, South Gujarat University**
- **Won Merit Scholarship for two consecutive years during Post Graduation**
- **Cash prize for scoring highest marks in B.Sc Zoology**
- **Merit certificate for participation in elocution competition at UNESCO Delhi**

REFERENCES

- ***Kandaswamy Natrajan, Consultant at CfBT Education Services and Former Village Director, SOS Childrens village of India, Hyderabad*
Email: natarajancool@gmail.com, 09000988762**
- ***Mr. Gurinder Gulati, Retired Communication Officer, Unicef,*
Email: ggulati@gmail.org, 9909916970**