CURRICULUM VITAE

**NAME**: Sharmishtha Sharma

**INTRODUCTION**:-

 A journalist of repute professional experience in print media. in the **Times of India.** Before that have worked with **The Pioneer** and **National Herald,** all in Lucknow.

Skills include product packaging, ensuring visibility, coordination for apt display, regular communication for clarity and idea  generation, layout, editing and presentation.

Took up independent responsibility of planning, coordinating, completely as Author too, writing from cover to cover and attending to the printing press formalities for Dainik Jagran’s maiden coffee table book, Jagran Gems, based on SMEs of Uttar Pradesh, unveiled in September, 2010 and followed it up with three more, based on SMEs of Bihar, Jharkhand and Punjab, launched later last year, 2011.

Earlier have been part of the Editorial team for Times of India coffee table book, Vision.

Have worked on numerous media related projects for UNICEF, WHO, in the last about ten years, compiling and also translating news items and articles. Have also contributed independent write-ups for the agencies as per request and worked on documentary scripts and done voice-overs for private agencies.

Have expertise working in both main as well as feature sections of the newspaper. Have excellent command in taking out editions, news as well as features-centric, independently.

Currently working with **Dainik Jagran** that I joined in 2006. Successfully launched the 24-page compact bilingual daily **‘i next’**, Dainik Jagran Brand Two from Lucknow and presently working as Associate Editor for the Group, handling 12 editions in 4 states, UP, Uttarakhand, Bihar, Jharkhand, all launched by me in the last five years.

Right from devising the concept to entirely plan, execute the content, guiding the design as well, for a differentiated product from a broadsheet in terms of news angle and style, have also handled inter as well as intra-office co-ordinations, thus playing an admin role, including all recruitments, appraisals etc.

Have been leading, guiding the Editorial teams on a regular basis.

For **Times of India** have successfully launched Kanpur Times, Times Property, Lucknow, Education Times, Kanpur, besides, Varanasi  Plus, Allahabad Plus, Gorakhpur Plus and Bareilly Plus.

Simultaneously, regularly worked for and handled Lucknow Times, Education Times, Lucknow, Times Property, Lucknow and all the Pluses, doing stories, selecting matter, editing, writing, rewriting, planning the layout, design, features content besides delivering all other functions of the print media.

Additionally was Art Critic for Times of India for fifteen years.

Have excellent contacts in political, bureaucratic and other circles in the state of UP.

Have anchored programmes on television, among them, Kala Aur Kriti on a regular basis for some years.

Details of stint with the **Times of India**:-

From May, 1986, till February 2000 was associated with the news desk, taking independent charge of shifts, bringing out editions on a regular  basis, thereby taking and executing all vital decisions for the entire newspaper,  besides taking up special assignments, as during elections or any such important  event.

Am fully adept at working on Quark Express and am conversant with related programs like Adobe Photoshop etc.

Have written features on wide-ranging topics, besides conducting interviews of prominent personalities for all the papers I have worked with. Being the Art Critic for the paper, have covered events, exhibitions etc on arts and craft, besides also covering cultural events, including music, theatre and dance.

Since February 2000 handled Response-lead pullouts, deciding the editorial content and designing and making pages on Quark Express. Starting with city centric Lucknow Times I moved onto handling Education Times, together with Pluses designed for distribution in specific districts of the state. At one time there were nine Pluses to be outputed in a week.

Education Times involved planning the local inputs regarding various institutes and centers, besides selection of appropriate articles from those that came from centers in Delhi, Bombay and Bangalore.  The pullouts that extended upto even 20 or more pages during peak season, for both Lucknow and Kanpur, were independently handled by me.

For the Pluses, the inputs came from various  districts, which packaged with additional inputs youth oriented and of  general interest made up four lively colour pages for every issue. For this  product I have undertaken frequent tours of the districts, to monitor the work  as well as the performance of the people associated with each of them.
Also succeeded in creating Page 3 coverage in cities like Bareilly, Varanasi and even Gorakhpur.

Launching Kanpur Times, involved six months of prior planning, several trips to the city and creation of a broad-based network and info on the city and its people. Besides, it also lead to interaction with rank newcomers as resource persons there and their subsequent grooming and training in both writing as well as the way they should conduct themselves in the field.

Have also handled and executed Medianet co-ordinations and projects.

Details of stint with **i next, Dainik Jagran**:-

**Editorial**

1.All-edition monitoring

a)Content planning with the accent on innovation and improvisation

b)Staff performance

c)Review of all editions and central, common pages by way of content

2.Ideation, local edition specific and Central

3.Close watch and suggestions in Design and Photography

4.Contributed several Edit page main articles in English as well as Hindi

5.Undertake travel to all the 12 centres, to ensure smooth functioning and give proper direction and guidelines

6.Reccae for new editions and submitted reports, including first i next edition in a metro city, Kolkata

7.Manged all new edition launches including:-

a)Interviews

b)Team selection, recruitments

c)Total training on product profile

d)Complete launch management

e)Direct involvement in production

**Central Desk**

1.Timelines for plans implementation

2.Ideation for special issues

3.Suggestions for stories in regular issues

4.Work distribution and team management

5.Coordination across editions for content etc

6.Suggesting and finalizing design concepts, logo name and pattern etc

7.Revisiting set concepts

**HR**

1.Total involvement in manpower issues

2.Interviews and shortlisting of candidates

3.Appraisals, proposals for increment and special considerations

4.Coordination and selections for monthly cash awards across editions

**Admin**

1.Centre-level coordination with Jagran

2.Staff counselling to reduce attrition

3.Admin support to DNEs through coordination with the different wings in the structure

4.Planning deputations from time-to-time

5.Planned dealing and communication with errant staffers, as well as those wanting to leave

6.Coordinating between individual editions, RRD, Marketing

**Development**

1.Conducting induction of new staffers with presentations

2.Held Copywriting Workshops

3.Give relevant tips and guide Editorial at different centres, at each visit, taking up at times twenty days of travel in one month.

4.Gave presentation on i next Editorial best practices to another Jagran product City Plus

5.independent presentations and contributions as and when required

6.Monitoring of communication on behalf of organization

7.Representing organization as per need with PPTs prepared by me

8.Sharing with the team, important participation experiences, such as WAN-IFRA in Jaipur, etc

9.Contributed article on, Strategies to attract Young Readers to RIND Survey (attached)

**Web**

1.Profile, including :-

a)Mission statement

b)Vision statement

c)Work with us

d)About us

2.Got details of 65 celebrities coordinated

3.Got translations done as per requirement

4.Total content support as and when required

5.Guiding team structures for web handling in individual editions

**Marketing**

1.Getting matter sourced for special projects

2.Monitoring matter and overseeing plans for supplements, booklets

3.Getting translations done for booklets

4.Editing, approving the content and giving suggestions

5.Coordinating between content and marketing for special needs

6.Presentations in National Market in Delhi, NCR, on i next

**Brand**

1.Ensuring content for on-ground activity

2.Monitoring coverage

3.Inspiring and motivating Editorial for participation in actual activity

4.Guiding to generate the right kind of public participation, also ensuring participation of industry professionals

5.Ensuring showcasing of event through proper venue and administration support

6.Proper selection of participants

**Jagran Coffee Table Books**

1.Coordination :-

a)With Jagran

b)With content team

c)With clients when needed

d)For movement of team

e)For filing of pix, interviews

f)For designing and production nitty gritties

2.Collating submitted facts to weave into write-ups, besides the content for all other standard book related pages

3.Undertake travel to ensure smooth functioning and proper communication

PERSONAL INFORMATION

HUSBAND'S NAME:   Vijay Sharma

ADDRESS :   2/4 Butler Palace Colony,  Lucknow

DATE OF BIRTH : January 1, 1958

QUALIFICATION  : Graduate (BA) from Avadh Girls'
Degree College (Lucknow University)

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Thanking You,

Sharmishtha Sharma