



Brief Resume

Awards Wining Media & Communication Expert & Faculty

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Objective

Looking for a challenging, satisfying and suitably rewarding opportunity

Career Summary

1. Visiting faculty on panel of several accredited National Universities & Institutions since 1996 (including the biggest Asian University, IGNOU) teaching and advising them on matters related to Journalism, Mass Communication and Content Creation.
2. Declared as one of the top five Modern PR Professional, Faculty and Content Expert in India in 2010 at Kolkata's 32nd National PR Conference.
3. More than 34 very successful years of progressively responsible blotless professional experience in Mass Communication, Modern Media Management, Public Relations Administration, Mega Media Management, Very Big Events Co-Ordination etcetera including experience as the PR & Media Chief for various Hon. Chief Ministers and H.E. Governors at the biggest democratic State of World, Uttar Pradesh (India). Also worked as OSD to Chief Minister Uttarakhand during Dec, 1, 2009 to March 14, 2012 with three different Chief Ministers.
4. Authored 43 bestselling books for the topmost publishers of India & won national awards four times for creative attainments. Almost 60 premium(paid) blog posts.
5. Additional charge of Deputy Director/ Joint Director Information (Computers, Social Media & Web Site Administration) also in Uttar Pradesh since April 2000 till 30 June 2015 (barring July 1, 2007-March 14, 2012).
6. Managed, supervised and controlled the World's biggest Mega Events PR as Chief-Incharge of Kumbh Mela Media Centres in two States viz. Uttarakhand, Haridwar (1992, 2010) and Uttar Pradesh Allahabad (2001, 2013). Got State awards and honor for the same.
7. The first Non Police officer in entire country, who is entrusted with the job to train IPS/PPS/Inspectors/SIs of Police in PR, Social Media and Media Relations since 2013.

My Key Strengths

Unique teaching methodology and high level contacts within every media organization.

National Awards & Honors

1. Most Original Book on Health Subject, Government of India 1993
On ***Vishwa Prasiddha Chikitsa Paddhtiyaan*** (*Pustak Mahal*)
2. Pandit GB Pant National Award, Government of India in 1998-99
On ***Khatarnaak Pakistani Jasooi Sangthan : ISI*** (*Tulsi Publications*)
3. Bhartendu HarishChandra Award, Government of India in 1999-2000
On ***Sanchaar Kranti aur Hindi Patrakarita*** (*Vishwavidyalaya Prakashan*)
Nominated amongst Top Five Books
4. 32nd.National Leadership Excellence Award, Public Relations Society of India, 2010
For ***Outstanding Contribution in the field of Public Relations***
5. 72rd.National Award, Indian Languages News Papers Association (ILNA, Mumbai), 2013
For ***Adhunik Patrakarita: Chnautiyaan aur Sambhavnayein*** (*Book*)
6. ***Life Membership*** : International Film And Television Club
<http://iftc.org.in/>

Qualifications

Academic

1. **D.Phil. ('Communication & Journalism')** Rohilkhand University, Bareilly, A+
2. **PG Diploma in Journalism and Mass Communication**
U.P. Rajirshi Tandon Open University, Allahabad
3. **M.Sc. (Botany)** Aligarh Muslim University, Aligarh
4. **MA (Hindi)** Meerut University, Meerut

Professional

- 1. Foundation Course in General Administration**
Administrative Training Institute, Nainital (Uttaranchal)
- 2. Advance Certificate Course on Multimedia and Animation**
Cybertech (Government Accredited Institute), Lucknow
- 3. Certificate in Office Automation in Media Management**
Regional Computer Center (Government of India) Lucknow

Professional Experience

March 14, 2012–June 30, 2015- Information & Public Relations Department, Govt of U.P.
Deputy Director & Joint Director, U.P. Government, Lucknow

Additional Charges Information Bureau- including Hon Gov, CM, Cabinet, Government Publicity, Films, TV, Film Bandhu, Photo Division, Member Press Accreditation, Computers & IT and U.P. Police

Sept.10, 2011- March 14, 2012–Information & Public Relations, Govt of Uttarakhand
OSD Information-Chief Minister, Uttarakhand Government, Delhi

Introduced and promoted use of modern communication and net based technology in the Chief Minister office and was elected unopposed as the General Secretary of All India States' Information PR Associations (SIPRA, New Delhi a registered professional body of high repute having members from every State)

Dec 03, 2009–Sept. 10, 2011 Chief Minister's Secretariat, Govt of Uttarakhand
OSD to Hon. Chief Minister Uttarakhand

Additional Charge as Nodal Officer (Media) Kumbh Mela-2010 & In charge, Media Center, Kumbh Mela-2010 During this period not only advanced the use of modern communication methodology

May 18, 2007-Dec 01, 2009 Information & Public Relations Department, Government of U.P.
Deputy Director (Information), Bareilly Division, Bareilly

April 28, 2000–May 18, 2007 Chief Minister's Secretariat, Info & Public Relations, U.P.
Deputy Director (Press) Chief Minister, U.P. State Government

Additional Charge as Dy. Director Information (RajBhawan) this charge was never withdrawn, Dy. Director (Computers & Web Site Administration), Dy. Director (Information Bureau) and Dy. Director (Field Publicity) during the same period

August 12, 1997 to 27 April 2000 Information & Public Relations Department, U.P.
Deputy Director (Information), Bareilly Division

15 Sept 1992 to August 12, 1997 Information & Public Relations Department, U.P.
Assistant Director Information, Meerut, , Aligarh and Bareilly

28 June 1981 to Sept. 15, 1992 Information & Public Relations Department, U.P.
District Information Officer MuzaffarNagar, Saharanpur, Budaun & Meerut

Trainings

Administrative

- 1. Foundation Course for Administrative Officers**-November to January 1982
Administration Training Institute, Nainital
- 2.Orientation Program for Information Officers**, June 11-30, 1984,
Institute for Management Development, U.P., Lucknow
- 3. Program on Duties and Responsibilities of Drawing and Disbursing Officers**, Nov 21-25,1988,
Institute for Management Development, U.P.,Lucknow
- 4. Drawing Disbursing Officers Training**, February, 15-24, 1993,
Finance Accounts Training Institute, U.P., Lucknow

Management

- 1. Programme on Managerial Effectiveness**, Feb 15-19, 1988,
Institute of Management Development, U.P., Lucknow
- 2.Programme on Human Resource Development**, October 24-28, 1988
Institute of Management Development, U.P., Lucknow

Media

- 1.Media Planning Training**
Institute for Management Development, U.P., Lucknow
- 2.Program in Rural Reach in Mass Communication**, October 18-22, 1993,
U.P. Administration Academy, Nainital
- 3. Orientation Workshop for Counselors**
Training Program for Distance Education Teachers of PGJMC Diploma

Outline Achievements

Administrative

- 1- **As Established Achiever:** Only CLASS ONE officer in India who served five regimes in Uttar Pradesh and three regimes in Uttarakhand in a row without a break with eight Chief Ministers and five Governors. Bagged **four National Awards**. Got **several other awards, recognitions and distinctions** from the Chief Ministers and Governments.
- 2- **Top Performer :** Demonstrated trouble free capabilities while holding the sensitive offices i.e. OSD (CM), Dy. Director (CM Parisar/RajBhawan), Incharge (Media Center), Kumbh Mela-2010, OSD (Information) UKSIC New Delhi, Dy. Director (Information Bureau), Dy. Director (Computers/MIS) and News Content In charge of the Government website <http://www.upgov.nic.in>
- 3- **Diverse Experiences:** Worked for awareness generation, motivation & environment building, press publicity and public relations exercises in different capacities for Uttar Pradesh Sodic Lands Reclamation Project and U.P. Diversified Agriculture Support Project. Other notable interactions with similar externally aided projects in various capacities like Integrated Child Development Services (ICDS) program, Uttar Pradesh Health Systems Development Project Uttar Pradesh Water Sector Restructuring Project, Uttar Pradesh State Roads Project, National Reproductive and Child Health (RCH) Program, Pulse Polio Eradication Program, National HIV/AIDS Control Project, National Programme for Universal Elementary Education (Sarva Shiksha Abhiyan), and UNICEF Child Protection Program
- 4- **As PR Strategist and Media Expert:** lead all public relations efforts for the Governmental departments, which included strategic partnerships with various offices and establishments, Worked closely with the executive team in the administration and got outstanding performance appraisals throughout the career, Planned and executed diverse PR programs, anticipating and monitoring relevant publicity trends, press material and message development, management of PR agency resources and budgets, acting as authorized official spokesperson, and providing strategic counsel to various functionaries.
- 5- **Collaboration with PR counterparts:** Elected as the General Secretary of SIPRA, the nucleus organization of all the PR & Publicity Senior Executives working for various State Governments at Delhi. Experience of working at National, State, Divisional & District levels to form joint plans and strategies; managing administrative expectations and educating as necessary; Provide counsel to executives on message delivery and communications skills; Identify, pitch and write presentations for keynote speeches and panels at targeted PR events.
- 6- **Well Defined Media Relations:** Successfully managed proactive/reactive Media Relations opportunities, including strategy and message development, spokesperson prep and feedback; Maintain positive, productive relationships with key media in order to optimize story outcome; Develop and maintain strong understanding of media outlets and strategic significance; Drive story idea development, working closely with media to shape and control reporting; planned and produced broadcast material and coordinated with broadcast media as well; Provide background and on-the-record interviews to reporters as necessary.
- 7- **Writing and Content Development:** Developed and edited press releases, key messages, speeches of the Governors, Chief Ministers, Official statements, targeted pitches, Q&A documents, developmental booklets, folk based publicity material for rural masses, exhibitions, press conferences, press kits and PR plans. Close co-ordination with various print, broadcast and web mass media along with direct agency resources, throughout the country.
- 8- **Strategic Skills:** Monitored and measured media deliverables against goals and objectives without fail, worked effectively within a highly matrixed governmental hierarchy, developed verbal, written and presentation skills; Disciplined in ongoing reading, monitoring, research and analysis of current and expected happenings; proven effective relationship management, very effective lobbying skills & maneuvering public representatives. Flawless communications management. Knowledge of most of computer O/S and software. Friendly with networked environment.

Academic

- 1- **Teaching** all the four papers of Post Graduate Diploma of Journalism & Mass Communication since 1996 at The biggest distance education University of Asia- Indira Gandhi National Open University, declared most popular counselor.
- 2- **Setting and finalizing examination papers** since 1995 for various Journalism & Mass Communication Graduate Degree & PG Diploma courses of IGNOU, Rohilkhand University, Meerut University, Kota University, Gorakhpur University, Jhansi University, Mohan Lal Sukhadia University, Udaipur, Jaunpur University several other Journalism and Mass Communication Institutes etc.
- 3- **Empanelled as an external expert** member in the board of studies of MJP Rohilkhand University, Bareilly for the two year PG Diploma of Mass Communication and Electronic Journalism. Suggested a one year course "P.G. Diploma in News Media Organization" for 2004-

2006 session. Empanelled as an external expert member of Meerut, Bareilly, Jaunpur, Jhansi, Lucknow and Gorakhpur Universities as well.

Creative

- 1- **Authored & Published** 43 Best Selling Non Fiction Books. Two of them received National awards. One nominated.
- 2- **Penned about 2000 articles** on a very diverse variety of subjects, in the leading magazines and newspapers.
- 3- **Countless Radio talks** on *All India Radio* on topics assigned by the Radio.
- 4- **Camera-friendly:** single handedly faced electronic media and interviewed by satellite TV channels including the Discovery Channel on a number of issues in diverse situations.

My Best Selling Books

1. **World Famous Systems of Medicines & Therapies**, Pustak Mahal, New Delhi (1992)
2. **विश्व प्रसिद्ध चिकित्सा पद्धतियां** Pustak Mahal, New Delhi , **National Award/ Most Original Book of the Year 1993, GOI (Rajbhasha Vibhag)**
3. **खतरनाक पाकिस्तानी जासूसी संगठन: आईएसआई: इतिहास, इंतजाम और साजिशें** **GB Pant Award (Home Ministry, GOI) in 1998** , Tulsi Publications, 1997
4. **आधुनिक पत्रकारिता: चुनौतियां और संभावनाएं** : Diamond Pocket Books, New Delhi 2010, **72 Indian National Languages News Paper Award at Agra-2013**
5. **संचारक्रांति और हिंदी पत्रकारिता**, Vishvavidyalaya Prakashan, Varanasi 1997
6. **ABC of Marriages**, Family Paperbacks/Pustak Mahal, New Delhi 1991
7. **विश्व प्रसिद्ध विवाह प्रथाएं और परंपराएं** Pustak Mahal, New Delhi 1992
8. **World Famous Spy Scandals**, Pustak Mahal New Delhi 1987
9. **विश्व प्रसिद्ध जासूसी कांड** Pustak Mahal New Delhi 1986
10. **Complete Prophecies of Nostradamous**, Diamond Pocket Books, New Delhi, 1990
11. **नाख्तेदमस की सम्पूर्ण भविष्यवाणियां**, Diamond Pocket Books, New Delhi 1991
12. **Nostradamous and his prophecies for the next Millennium**, Diamond Pocket Books, New Delhi, 1998
13. **नाख्तेदमस और अगली सहस्राब्दि की भविष्यवाणियां**, Diamond Pocket Books, New Delhi, 1999
14. **उ0प्र0 क्विज बुक**, (1994, 1995,1996,1996,1997,1998) Pustak Mahal, New Delhi
15. **World Famous Predictions**, Pustak Mahal, New Delhi, 1986
16. **विश्व प्रसिद्ध भविष्यवेत्ता और उनकी भविष्यवाणियां**, Pustak Mahal, New Delhi, 1987
17. **World Famous Ghosts**, Pustak Mahal New Delhi (So far 41 editions), 1985
18. **विश्व प्रसिद्ध भूत प्रेत**, Pustak Mahal New Delhi (So far 49 editions), 1986
19. **World Famous Notorious Women**, Pustak Mahal New Delhi, 1987
20. **विश्व प्रसिद्ध कुख्यात महिलाएं**, Pustak Mahal New Delhi, 1988
21. **मुलायम सिंह यादव: चिंतन और विचार**, (Librabry Edition) : Sarup & Sons, New Delhi, 2003
22. **मुलायम सिंह यादव: चिंतन और विचार**, (PaperBack) Diamond Pocket Books, New Delhi हिन्दी, कन्नड़, तेलुगु तथा असमी भाषाओं में, 2004
23. **Clinton-Lewinsky Scandal**, Diamond Pocket Books, New Delhi हिंदी में **क्लिंटन लेविंस्की कांड** नाम से 1998
24. **Biography of JRD Tata** (Joy of Achievement by RM Lala) हिंदी में **उपलब्धि का आनंद** नाम से प्रकाशित, Rajkamal Prakashan, New Delhi 2005
25. **लोकसभा में मुलायम सिंह यादव: दस भाग में** : Rajkamal Prakashan, New Delhi 2004
26. **राज्य सभा में मुलायम सिंह यादव: चार भाग में** : Rajkamal Prakashan, New Delhi 2005
27. **Kumbh Mela and Sadhus (Editor)** Pilgrim Publishing, Kathmandu (Two languages)
28. **Kumbh: The Carnival of Peace (Editor)** Diamond Pocket Books, New Delhi
29. **You Can Top** : By Gurushri Sakshi Ramkripal ji Maharaj, (Editor Dr. Ashok K Sharma) Diamond Books, New Delhi 2011
30. **2012 : Universal Doom or New Age**, Diamond Books, New Delhi, 2012 Five Languages
31. **Lord of New Hopes : Akhilesh Yadav** (Editor: Ashok K Sharma) Diamond Pocket Books, New Delhi, 2012
32. **नयी उम्मीदों का युवराज: अखिलेश यादव**, Translated by Ashok Kumar Sharma, Diamond Pocket Books, New Delhi, 2012

33. एक ही ज़िन्दगी काफी नहीं : कुंवर नटवर सिंह की आत्मकथा (हिंदी रूपांतरण) Diamond Pocket Books, New Delhi
34. **Nobel Peace Prize Winner : Kailash Satyarthi** (Main-Author) Diamond Pocket Books, New Delhi **Published in Six Languages**
35. **Nobel Peace Prize Winner : Malala** (Co-Author) Diamond Pocket Books, New Delhi **Published in Six Languages**
36. **Kingdom of Shiva: Sivikisan (Edited)** Diamond Pocket Books, New Delhi
37. **Kadve Pravchan : Jain Muni Tarun Sagar (Edited)** Diamond Pocket Books, New Delhi
38. आज का चाणक्य : अमित शाह (रूपांतरण एवं संपादन), Diamond Pocket Books, New Delhi, 2012
39. मुख्यमंत्री अखिलेश यादव के भाषणों की पुस्तक श्रृंखला : इरादे और फैसले (रूपांतरण एवं संपादन), Rajkamal Prakashan, New Delhi 2016 (प्रेस में)
40. कमाल का जादू, (बच्चों की सुरक्षा पर) National Book Trust, New Delhi 2016 (प्रेस में) 12 Languages
41. विजितात्मा (अर्देशिर गोदरेज की प्रामाणिक जीवनी) Rajkamal Prakashan, New Delhi 2016

आगामी अनुबंधित पुस्तकें

42. राजनीतिक जनसंपर्क, Rajkamal Prakashan, New Delhi 2016
43. आधुनिक पुलिस जनसंपर्क, National Book Trust, New Delhi 2016
44. प्रसारण पत्रकारिता में खोजपूर्ण रिपोर्टिंग, Rajkamal Prakashan, New Delhi 2016

Few References

Academic References

1. **Prof. Dr. Shashidhar Nanjundaiah**
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2. **Mr Sandeep Marwah**
Chairman
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Administrative References

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4. **Mr Navneet Sahgal IAS**
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6. **Ms Kamna Hajela**
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Police References

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12. **Mr Javeed Ahmed, IPS**
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Publishers References

13. **Mr Ashok Maheshwari**
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14. **Mr Narendra Verma**
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Email: nk@dpb.in
Mobile: 9810008004

TV Editors References

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Political Editor NDTV
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16. **Mr Brijesh Mishra**
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Email : etvupuk@gmail.com
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