

CV: Sanjay Kumar Madnani

1. **Family Name** Kumar Madnani
2. **First Names** Sanjay
3. **Date and Place of Birth** 9th August 1972, Gwalior, MP, India
4. **Nationality** Indian
5. **Civil status** Married
6. **Residence:** DhobiGhat, Lalitpur, Kathmandu, Nepal

7. Education

Institution	Dates	Degree(s) or Diploma(s) obtained
National Institute of Design, Ahmedabad, India	1993 - 1997	Masters in Communication Design
Jiwaji University, Gwalior, India	1989 -1992	Bachelor of Commerce

8. Language Skills

Indicate competence on a scale of 1 to 5

Language	Reading	Speaking	Writing
English	5	5	5
Hindi	5	5	5
Nepali	5	4	4
Guajarati	5	4	3
Sindhi (<i>Mother Tongue</i>)	1	5	1

9. Present position:

Freelance consultant: Specialising in communication strategies, planning, training and design and production of tools to achieve adaption or change in behaviour aimed at focused groups in sector such as -education, health, safety (HIV), tourism, best management in farming, income generation, democratic participation. Usually involves in-depth research of the messages and techniques to be disseminated, target group profiling, research on target group specific cultures, traditional stories, behavioural patterns, religious practices, education/literacy and deriving alternative courses of actions, economic and best suited delivery mechanisms, production of tools (publications, posters, games, toys, activities, films, animations, puppetry, theatre, workshops, digital media/Apps), testing of tools, alteration in strategy and tools in response to pilot dissemination.

10. Years of professional experience 25

11. Key Qualifications and Skills:

I have a 25 year long experience in designing and developing communications/ campaign/ Media strategies and tools for development, academia and corporate sector. Of these, last 18 years have been spent in planning, budgeting, designing, producing, coordinating, converging, and monitoring of C4D/SBCC activities and tools for a spectrum of organizations which targeted underserved and marginalized groups.

In almost all the projects my role started at the point where 'other-methods-failed', where behavioural and socio-cultural barriers needed to be dealt with, where the strategies and tools needed to be 'woven' in accordance to the religious, cultural and gender sensitivities, where the languages needed to cease to act as a hurdle, where the 'foreign- feel' of the message had to transit into a next-door-story. My ability to do this besides my ability to find design solutions to the reproducibility of tools is credited for my success so far. All my employments and projects have inherently demanded and trained me to be sensitive and adapt to cultural, gender, religious, racial, national and age multiplicity. Additionally, most of his work has required me to be creative, be an excellent communicator, meet tight deadlines, multitask, take initiatives and have good networking skills.

Specialist skills and knowledge: Communication For Development and Behavioral Change, Corporate Communications, Branding, Campaign and Advertisement, Knowledge Management, Project Management, Alternative/ Indigenous Media, Design Management, Design Education, Training, Interactivity Design and Information Architecture, Studio Management, Puppetry, Street Theatre, Visual Communication, Film Design, Animation Design, Storytelling, Creative Direction, Comics, Cartoons, Graphic And Print Design, Illustrations, Photography, Game and Toy Design.

12. Experience with projects funded by international organisations:

Country	Project	Years
Indonesia	NMI – Nordic Microfinance Initiative. Training toolkit for BMP in farming of new Palm Oil Plantations Research, study, course content development, activities/game design, graphics and illustrations design of training material for best management practices in new Palm Oil plantations.	March 2020- Ongoing
Nepal	CIMMYT/ Nepal Seed and Fertilizer Project, USAID. Training toolkit for BMP in farming in a range of agricultural products Research, study, course content development, activities/game design, design of training material, graphics and illustrations and training of trainers for Wheat, Maize, Tomato, Cauliflower, Onion farming best management practices.	2017- 2020
India	CIMMYT India / Ministry of Agriculture, Bihar, India. Design and process development for National Soil Health Card Scheme Research and investigation of shortcomings in ongoing Soil Health Card Scheme, recommendations in design and process. Publication graphics and illustrations design.	2018
Indonesia	SNV- Netherlands Development Organization Training toolkit for BMP in Cooperative Development Research, study, course content development, activities/game design, design of training material, publication, graphics and illustration and training of trainers for best management practices in Cooperative Development.	2017-2018
Indonesia	SNV- Netherlands Development Organization Training toolkit for BMP in Rubber plantations Research, study, course content development, activities/game design, design of training material, publication, graphics and illustration and training of trainers for best management practices in Rubber plantation.	2016-2017
Democratic Republic of Congo	SNV- Netherlands Development Organization Training toolkit for BMP in existing Palm Oil plantations Research, study, course content development, activities/game design, design of training material, publication, graphics and illustration and training of trainers for best management practices in existing Palm Oil plantations.	2015
India	Election Commission of India Electoral Participation promotional Animated Films Research, story, graphic and character design, styling, storyboarding, animation and music design for a series of animated short films promoting fair practices in Electoral Processes.	2012- 2013

Country	Project	Years
Indonesia	SNV- Netherlands Development Organization Training toolkit for BMP in existing Palm Oil plantations Research, study, course content development, activities/game design, design of training material and training of trainers, publication, graphics and illustration for best management practices in existing Palm Oil plantations.	2013-2014
Cambodia, Vietnam, Laos	SNV- Netherlands Development Organization Training toolkit for BMP in Tourism publication, graphics and illustration design of training material for best management practices in Tourism.	2012
Nepal	Nepal Family Health Program/ Health Ministry, Nepal Interactive CDROM – Best Practices for Health Officers Research, course content, writing, interactivity, Interface, illustrations, graphics design for a self learning digital training program for health officers in remote areas of Nepal.	2011-2012
Nepal	SNV- Netherlands Development Organization High Impact Tourism Training Modules Publication, graphics and illustration design for an array of products for High Impact Tourism in Nepal	2011
US/India	UNICEF Head Quarters in NY, US. and UNICEF India Publication, posters, graphics and illustrations design for WASH program for both – HO UNICEF and UNICEF India	2010
Nepal	SNV- Netherlands Development Organization Training Manuals, the Great Himalayan Trail Series of publication for training trekking operators, Publication, graphics and illustrations design.	2009-2010
Nepal	DANIDA - Denmark's development cooperation Children's TV serial promoting culture and heritage of Nepal Story, storyboard, dialogue, cinematography and direction of a 13 episode TV series promoting cultural and traditional heritage of Nepal amongst the new growing generation. Nepal's first TV serials for Children 'Maya and Max'	2010
Nepal	SNV- Netherlands Development Organization Documentary Film for sustainable farming Story, storyboard, dialogue, cinematography and direction for -Thought for Food, documenting the impact of SNV's Livelihood Program in remote areas of Nepal.	2009
Nepal	SNV- Netherlands Development Organization Publication Design for Rocket Stove Dryer Redesign of the actual dryer, graphics, illustration, layout and publication design illustrating the exact process of making of a Rocket Stove Dryer for farmers cultivating Big Cardamom.	2009
Nepal	SNV- Netherlands Development Organization CDROM – The market for responsible tourism Products Communication Design and Production consultancy. Information Architecture, Interactivity, Interface design and graphics for a Interactive CDROM for market for responsible tourism in Nepal and South America.	2009

Country	Project	Years
India	The Association for Promoting Social Action, Bangalore, India. Communication Design and Production consultant - Sexual Health Intervention Programme - Development of Resources, Production Management, Graphic Design, Packaging: the Children's Activities' Toolkit and Staff Training Package.	2008
SA Asia	UNICEF ROSA (Regional Office South Asia) CDROM - Women's and children's legal status in South Asia. Writing, designing, Information architecture, Interactivity and interface design.	2007
Nepal	Save the Children, Sweden Communication Design consultant - , South Asia office, Kathmandu, Nepal Publication Design 'Safe You Safe Me' - Child Friendly Report and Tool kit Design and illustrations, (UN Study on Violence against Children.	2006
India	Nagaland State Govt. Education Board Resign of school books Communication Design and Production consultant revisiting the design and content of the Central Government's school books for class 10 th and 12 th .	2006

13. Employment History

Date from – Date to	Company	Position	Description
2002 Dec – 2005 Dec	International Centre for Integrated Mountain Development, (ICIMOD), Nepal.	APO, Associate Professional Officer	Project Management, Alternative Media Prototype designs and Implementations, Research, Workshops on Communication, Puppetry, Drama, Street play and Sound Design, Liaison with partners, Supervising administrative activities, Report writing, related publications and a video documentary on the project. Project: Alternative Media, a Ford Foundation funded project
2002 May – 2002 Dec	National Institute of Design (NID), India www.nid.edu	Faculty, Communication Design-Animation	Designing, Scheduling and Conducting lectures and workshops in the areas of Basic Animation, Computer Animation, Production Process, Post Production, Lip-synchronization, Action analysis, Character Design etc.
1998 – Apr 2002	Light Box Animations-Synapse Group	Creative Director	Directed the commercial film studio. Responsible for designing, scheduling, presentations, client- interaction, task analysis, project delivery, and management of the projects. Projects: •Multimedia CD ROM on Jainism - Interactive CD ROM aimed at NRI 2nd generation Indians, •Multimedia CD-ROM on Swaminarayan (Client: SwamuNarayan Sect, London) •Animated serial: BJ and the gang (Client: BJ CHAPMAN, LONDON) •Commercials for Rasna International, ORPAT, Oranjolt, Itchguard, Celforce, Vishesh Spices etc.

Date from – Date to	Company	Position	Description
			<ul style="list-style-type: none"> •Gujarati Master - Developed and successfully launched a multimedia CD-ROM teaching Gujarati Language, •Developed and imparted training modules for 3 sister companies of Synapse Group.
1998/1999/2000 Second Semester(s)	NID National Institute of Design, Ahmedabad	Visiting Faculty	<p>Introduction to Computer Animation & Introduction to Multimedia</p> <p>Devised a Lesson Plan and conducted a 2 week course on Introduction to Computer Animation to second year students of Animation Design. The emphasis was on adaptation of animation techniques on software such as Animator Pro, Fractal Design Poser and 3- D Max.</p> <p>Served as a co-guide for a 2-week course on Introduction to Multimedia for second year students of Exhibition Design. Developed assignments on Visual Scripting and Application of Multimedia.</p>
1996-1998	Magic Software Pvt. Ltd., New Delhi	Animation Designer	<p>Created graphics, animation and co related software for various multimedia projects at Magic Software.</p> <p>Interactive Multimedia CD-ROMs - Hindi Guru 1998, Mahabharata, 1998, India Mystica, 1998, India Festiva, 1997</p>

14. Leisurely pursuits

History, Earth-Sciences, Space, Evolution, Religion, War and Peace, Development, Social-Sciences, Gandhi, Cinema, Reading, Drawing, Sketching, Writing, Blogging, Bowling, Pool, Travelling, Trekking.

I, Sanjay Madhani, hereby certify that all the information stated in this CV is true and complete to the best of my knowledge. I authorize the organization to verify the information provided in this CV.



March 15th, 2021