

# CURRICULUM VITAE

## **RIDHI KAKKAR**

28--A, Mukherjee Park,  
Tilak Nagar New Delhi--110018  
Email: [kakkarridhi@gmail.com](mailto:kakkarridhi@gmail.com)  
MOB: 9818297971

## **OBJECTIVE:**

I am interested to work in the field of Media, Communication and Politics focused towards effective governance for better socio-political communication within the society. I choose to prefer working in this area as my academic qualification is in Journalism & Mass Communication (Bachelors) and Media Governance (Masters) which has helped in imbibing me with the necessary skills and knowledge to understand the changing political dynamics present within the society and engage in different forms of research related to comparative media studies aimed to strengthen the roots of communication.

## **PERSONAL PROFILE:**

A hard--working and motivated post--graduate of “**Media and Communication Studies**” specifically “**Media and Governance**” with proven skills in communication, organization, data collection and analysis, interested in job opportunities in different domains of Media and Governance and Policy that can ensure a sound relation between communication and governance within India.

Easily adjustable to the changing work scenarios and comfortable in teamwork situations. Able to handle pressure points in work environments and can deliver quality work in a time--bound manner.

**Name:** Ridhi Kakkar

**Father Name:** Raj Kumar Kakkar

**Nationality:** Indian

**Language Known:** English, Hindi

**Date of Birth:** 22-11-1992

## **EDUCATIONAL QUALIFICATION:**

<b>COURSE</b>	<b>BOARD/UNIVERSITY</b>	<b>YEAR OF PASSING</b>	<b>SCORE</b>
<b>Post--Graduation:</b> MA in Media Governance	Jamia Millia Islamia, New Delhi	2016	CGPA: 7.37
<b>Graduation:</b> Bachelors in Journalism and Mass Communication	Guru Gobind Singh, Indraprastha University, New Delhi.	2014	CPI-82.86
12th Board	CBSE (Hans Raj Model School)	2011	67.5 %
10th Board	CBSE (Hans Raj Model School)	2009	80 %

## **WORK EXPERIENCE:**

### **In 2016-**

- Worked as a Project Intern at Telecom Regulatory Authority of India. Analyzed stakeholder's response from **TV broadcasting and distribution sector over Tariff related issues**.
- Participated in GIAN course titled '**Campaigns, Media and Influence**' from 16<sup>th</sup> May 2016-20<sup>th</sup> May 2016, initiated by **Min. of Human Resource and Development, GOI**, conducted at **IIT-Guwahati**

### **In 2015-**

- Wrote a research paper (as an academic assignment) on '**Impact of Digital Media Continuity and Transition on Women Voter Turnout in India**'; analyzing four 'General Elections' in India during the years i.e. 1999, 2004, 2009 and 2014.
- Wrote a research paper (as an academic assignment) on **Mass Media in Hindu Liberation Movement: A Case Study of 'Ayodhya'**. The objective of the paper was to evaluate the part played by media, both TV and print during the peak time of the "Hindu Liberation Movement (1984-1992)". It also examined the media involvement (partially or fully) in shaping the turning point during the course of the movement.
- Worked in a group project (as an academic assignment) titled '**Twitter as News**'. The aim of the project was to understand the relation between growing importance of the social networking sites especially Twitter in constructing news stories for the mainstream TV news media.
- Worked in a group project (as an academic assignment) that examines the extent and role of **Media Advocacy in MGNREGA project of the Union Government**. The aim of the project is understand the three aspect of Media Advocacy i.e. advocacy through media, advocacy of media and advocacy for media.
- Worked as an Intern in **Comptroller and Auditor General of India**, for the period of two months effective from 22 June 2015. Worked in a group project, associated with exploring Data Visualization techniques and innovative reporting methods for reporting Performance Audits of '**Indira Awas Yojna**' and '**Flood Control and Drainage System in Delhi**'.
- Analyzed political advertisements during 2014 General Elections and 2015 Delhi Assembly Elections as a project under 'Political Communication' focusing on political advertising and its effectiveness to reach to potential voters.
- Conducted a Focused Group Discussion on Media Consumption Patterns and Issues of Representation- A study of Jamia Neighbourhood under the project titled **Media and Minorities**. It involved data collection, analysis and presentation.
- Worked as a volunteer in guide under '**Yuva Saathi**' program conducted by **National Museum, New Delhi** in the year 2014.
- Worked as an intern in **All India Radio, New Delhi** in the year 2013.
- Worked as an intern in **HT Media Ltd. Hindustan Times** in the year 2012.

## **COMPUTER PROFICENCY**

- Skilled in using presentation maker PREZI, graphics maker VENNGAGE and basic knowledge of business intelligence and analytics software TABLEAU.
- Experience in using SPSS (Statistical Package for Social Sciences) to conduct tests to build linkages between statistical concepts and analysis and interpret research reports that use calculations based on statistics.
- Knowledge about different operating systems such as Apple Mac OS X, Microsoft Windows--XP, Vista.
- Knowledge about different MS Office programs like Excel, PowerPoint, Word & basic knowledge of Adobe Photoshop & PageMaker, Audacity (sound editing) and Final Cut Pro (video editing).
- Knowledge about Google Office.
- Knowledge about file conversion tools.

## **DECLARATION**

I hereby declare that the information given is true and correct to best of my knowledge.

Place: New Delhi

Yours Sincerely,