




NIDHI BARIHA


Mahatma Gandhi National Fellow

Oct '21 - Oct '23

Prayagraj, Uttar Pradesh

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 Hindi | English

Key Areas of Interest

- Content creating on social media
- Policy Stakeholder Analysis
- Marketing in Public Administration
- Policy Formulation
- Advocating social inclusivity & gender parity in Public Policy

Soft Skills

- Public Speaking
- Presentation skills
- Teamwork skills
- Problem Solving
- Creativity & innovation

Education Background

Masters in Political Science

Delhi University

Completed in 2020

Professional Experience

Digiyoda | Data Annotation
Aug 2021 - Oct 2021

The Talented Indian | Content writing
Dec 2020 - Feb 2021

Projects Led

- Implemented skill training at central jail, Naini and women shelter home.
- Conducted Youth Aspiration Survey of 516 trainees on feedback of skill development training in 6 institutions NSTI, RSETI, GITI, Woodworking, UPSSDM & DDU-GKY center
- Designed a logo for Sangam Prerna, the brand for SHG's product in Prayagraj
- Onboarding of Moonj artisans on My e-haat, e-commerce platform of HCL Foundation
- Facilitating Microsoft Diversity Skilling Program for improvement in soft skills of trainees

Achievements

- May 2022 Received appreciation for participating in SCI-FI event on Market connect of women micro-entrepreneur with Moonj artisan
- Dec 2022 Received two orders for onboarded moonj products on My e-haat portal

Key Learnings

- Understood the importance of detailed background reading while pitching ideas
- Learnt about the intricacies of administrative documentation, projects, work-order, meetings & hierarchical set-up present in the bureaucracy including merits & demerits
- Application of market lens while formulating any project on product making
- Absorb & reflect views of different stakeholders in case studies/ reports & presentations
- Learnt about the importance of coordination & networking to avoid delays in implementation