


GSDP Participant Profile

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Date of Birth 20/07/1977		
Address: No E26, Shriram Sadhana, MSR Road, Gokula, Mathikere, Bangalore 560054	Education Qualification BSc, MBA	
	Experience: Over 10+ years in Marketing, Training, Sales Management, Channel Development and TV Anchoring	
	Blood Group: B +ve	Allergy: nothing

Profile (Knowledge and talent –strength): I am the recipient of **Indira Gandhi NSS award** for the outstanding *Voluntary Services* rendered in the field of Nation Building. I have also received the **Karnataka State NSS Award** for my services in the cause of National Service Scheme and have represented Karnataka State in the National Republic Day Parade in New Delhi where I was recognized as the Best Volunteer at the National Level. I have also received “The Best outgoing female student award” by my Institution.

I was at the forefront in conducting several NSS camps in rural areas for improving the socioeconomic condition of the local communities. The camps were being organized with the theme **Youth for Sustainable Development and Better Environment**. Through these camps, I created awareness about environment friendly agricultural methods, non-conventional and sustainable energy sources, sanitation, water conservation and literacy.

I have won several awards in essay, speech and debate competitions. I was also a comparer in All India Radio and have participated in many educational programs broadcast by AIR. I have conducted several training workshops on personality development for graduates, postgraduates & employees of various organizations as a voluntary service. I have also hosted television shows in regional TV channel.

I was a part of the team which worked with the State Government of Karnataka to map the villages and its historical, geographical, social, economic and cultural aspects for a project called Grama Charitra Kosha and submitted detailed report to Janapadha Vishwa Kosha, an encyclopedia of villages in the State.

After my MBA, I worked for over a decade in Telecom, Finance and Education field. I have demonstrated aptitude towards overcoming challenges and achieving my targets. I have taken up assignments in Marketing, Training and HR in various roles.

I am an active member of Sahana Youth club, an organization with a history of over 25 years and is dedicated to social service and promoting Indian culture. Through this organization, I have organized several literary and cultural programmes for rural youth, conducted several activities for government school students and villagers to create awareness of social issues through drama, stage shows, street play, dance and songs.

Learning (Career) from the Course – Valuation of Ecosystem Goods and Services (organised jointly by ENVIS Centres at IISc and EMPRI, Bangalore)

This course gave me insight into the valuation of natural ecosystem and the impact of human activities on the ecosystem. I also understood the various tools available and their application for developing a sustainable ecosystem. Through this course, I have learnt about Valuation of Ecosystem through Grid based monitoring, Spatial Analysis, Maps, Projections & GPS, Remote sensing & GIS, QGIS practices, Plant Taxonomy, Conservation and Forest Management, Wetland monitoring- Macrophytes, Concept and Design of Herbarium, Wetland monitoring- Algae, Zooplankton, Fish, Physico-chemical parameters of Water, Bird and Butterfly Diversity & Sampling, Coastal Ecosystem monitoring, Macro Algae Sampling and Value added products, Valuation of Coastal Ecosystem-Mangroves, Fish, Crab, Salt etc. I have created different thematic maps like Agro climatic zones, rainfall, soil, lithology, Population density, slope/DEM, Forest and livestock. Of Dakshina Kannada district by using QGIS.

I have learnt the fact that all natural ecosystems yield valuable goods and services, e.g. production of food and medicines, regulation of climate, provision of productive soils and clean water, opportunities for recreation, maintenance of cultural heritage, etc. Ecosystem degradation undermines the provision of vital goods and services which will have a significant economic and social consequence. Policy decisions can be influenced by understanding the real value of the ecosystem.

Upgraded Profile and your possible role in the future:

Some experiences in life change our perspective, redefine our goal and compel us to question our contribution to the society. Environmental degradation and depletion of resources such as air, water, soil and the destruction of natural ecosystems have made me question, “Is development is possible only at the cost of the environment?” In my quest to provide a viable solution to this problem, I attended this course which enriched my knowledge of environment. Now I know the importance of Valuation of Ecosystem Goods and Services and I am determined to work towards conservation of the environment. This course has also gave me the required skills and practical exposure to evaluate the ecosystem. My goal is to influence policy makers to find a balance between environmental concerns and development. I aim to achieve this by working with the Government, Industry Representatives as well as Community leaders.