



Dr (Ms) Vasanti Rao is the Director General of CMS (Centre for Media Studies) - a research based think tank in India - www.cmsindia.org

She also directs CMS VATAVARAN – Asia’s largest international film festival and forum on environment & wildlife - www.cmsvatavarana.org

Vasanti is also Co-Chair of IUCN #NatureforAll – a global movement to inspire love and action for nature – www.natureforall.global

Vasanti specializes in strategy development, designing, researching & evaluating development programs and communication initiatives She has to her credit numerous policy inputs, program evaluations, designing and organizing multi stakeholder events and research based publications.

She studies, advises and writes on: the communication media and regulatory issues; mass and new media trends and consumption patterns; strategies for development programs & social issues in popular media (entertainment & NEWS); Communication & Media Research; Behavior & Social Change Communication & Entertainment Education Strategies.

Conservation, Gender and Children are three key areas of her concern and passion.

She has been part of number of government and non-government bodies / committees, including Information & Broadcasting Ministry Committee for drafting the Content Guidelines for the Broadcast Sector, Ad-hoc task force of the Cabinet Secretariat (Prime Minister’s Office), Media Advisory Committee of Ministry of Environment, Forests and Climate Change, UNESCO Media Freedom Committee, etc.

Vasanti has her PhD in Media Studies from Jawaharlal Nehru University and has double Masters degrees in Psychology (Jamia Millia Islamia) and Management (FMS, Delhi University).

Her other current affiliations include:

Director, MDRA – www.mdraonline.com

Steering Committee Member, IUCN Commission on Education & Communication – www.iucn.org

Council Member, ASCI Academy – www.ascionline.in

Member, Scrutiny Committee, Electronic Media Monitoring Centre, Ministry of Information & Broadcasting, GOI

Board Member, BREAD Society – www.breadsocietyindia.org

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