

SHARADA RAMANATHAN – CURRICULUM VITAE

Date of Birth: June 20, 1961

Address: 1-A Sharada Apartments
3A Warren Road
Mylapore
Chennai 600004
Tamilnadu
India

Education: Madras University, Chennai, India
Bachelor of Arts (B.A.) in Economics and History, 1982

CURRENT OCCUPATION:

- Director, Magnus Media Pvt. Ltd. Chennai, India
- Board member, World Culture Forum-India.
- Member of the international advisory group for Creative Industries, South-South Cooperation Unit, UNDP (2006-8)
- Jury member, National Film awards, 2007-8
- Jury member (first Indian), Grand in international jury for the Creative Business Cup, Denmark, 2013
- Work-in-progress on two scripts for feature films
- Director of the film, *Natyanubhava*, on Indian classical dance, 2014, commissioned by the Public Service Broadcast Trust and supported by the Ministry of External Affairs, Government of India
- Director of the film *PudhiyaThiruppangal* to be released in 2015
- Director of the film, *Sringaram-Dance of Love*, www.sringaramthefilm.com a feature film in Tamil, that has been featured in international film festivals at Dubai, New York, Kerala and Los Angeles; and **won 3 national and 2 state film awards in India**
- Writing and publishing on the subject of culture in newspapers, magazines and journals in India and abroad. Samples:

<http://www.thehindu.com/opinion/lead/taking-a-hard-look-at-soft-power/article3490676.ece>

<http://www.hindu.com/mag/2006/10/29/stories/2006102900290700.htm>

http://www.garimpodesolucoes.com.br/downloads/ebook_en.pdf

<http://www.hindu.com/thehindu/mag/2001/12/16/stories/2001121600320100.htm>

<http://www.hinduonnet.com/mag/2002/07/14/stories/2002071400210100.htm>

<http://www.thehinduretailplus.com/thehindu/fr/2002/04/12/stories/2002041201390700.htm>

<http://www.hindu.com/mag/2007/04/29/stories/2007042900160500.htm>

THE FORD FOUNDATION, New Delhi, India

PROGRAM OFFICER, ARTS AND CULTURE –1995-2001

The Ford Foundation is an independent international philanthropy, headquartered in the USA.

- Conceptualization, program development and implementation in the fields of Media, Arts and Culture in south Asia, with a focus on India.

- Building on the generic emphases of the Media Arts and Culture program, including capacity building, support for innovations, networking including new partnerships, and developing the field of arts and culture as a resource for development.
- Developed and selected film productions for television and film, including sifting and selecting screenplays and scripts.
- Oversaw the Foundation's education-related initiatives from 1997 to 1998.

THE INDIA FOUNDATION FOR THE ARTS, Bangalore, India

SENIOR PROGRAM DIRECTOR February 1994 to August, 1995

IFA is a national, Indian, independent, grant-making institution for the Arts.

Set up the IFA office in Bangalore, India, 1984, and the initial program focus and strategy for IFA, with a three-year time frame for implementation.

- Prepared a concept paper for grant-making and grant-making strategy in media arts and culture
- Steered decision-making toward the first round of grant awards from IFA.

THE FORD FOUNDATION, New Delhi, India

CONSULTANT, ARTS AND CULTURE PROGRAM August 1991 to January 1994

- Took charge of the entire process, from conceptualization to the establishment, of an independent philanthropy for the Arts, in consultation with the senior management of the Foundation.
- Managed all discussion forums, interviews and meetings related to the feasibility study.
- Managed the final stages of setting up the India Foundation for the Arts (IFA) including the nomination of its first board of trustees.

CHILD RELIEF AND YOU (CRY), Chennai, India

BRANCH MANAGER 1990 to 1991

RESOURCE CO-ORDINATOR 1989 to 1990

CRY is a Bombay-based national NGO for child empowerment and welfare.

:

- Scaling up CRY's activities in Chennai from a one-room/one person operation to a full-fledged professional branch office.
- Expanding CRY's income generation activities and project initiatives in the state of Tamilnadu. Ensuring income over expenditure within two years of scaling up operations.
- Steered the selection and monitoring of projects for support in Tamil Nadu state.
- Mobilized the support and participation of donors, community representatives, volunteer groups and the media.

SOCIETY FOR THE PROMOTION OF INDIAN CLASSICAL-MUSIC AND CULTURE AMONGST YOUTH (SPIC-MACAY) 1984 to 1990

- Appointed CHAIRPERSON, 1990.
- CHAIRPERSON, NATIONAL SUMMER CONVENTION, 1990
- SECRETARY, TAMIL NADU CHAPTER, 1984-91

SPICMACAY is a Delhi-based national voluntary movement that aims to enhance the awareness of traditional culture among Indian youth.

- Established SPIC-MACAY in all the four southern states of India
- Founded the Tamil Nadu chapter of SPIC-MACAY.
- Reactivated 15 dormant chapters in south India to provide the movement with a national profile.

SUPPORTING INTERESTS/EXPERIENCE

Journalism:

- Published essays on culture and development for leading newspapers and journals
- Wrote extensively for leading newspapers and magazines from 1988 to 1993 on Media, Arts and Culture.
- The writings have included reviews, features and articles on events, happenings and performances, artist profiles and cultural trends.

Television:

- Worked as a freelance television anchor in the youth and cultural programs for Indian TV from 1987 to 1991.
- Assisted in scripting a documentary series on the temples of southern India for Madras Doordarshan in 1990-91.
- Regularly appeared in interactive and chat shows on contemporary issues in media, arts and culture and development.

Music:

- Formally trained in Indian classical vocal music.