

Curriculum-Vitae



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Gujarat, India.

Date of Birth: April, 20, 1963

Languages Known: Gujarati, Hindi and English.

Qualification:

- **Master in Development Communication:** Gujarat University - 1989
- **Diploma in Business Management:** Bhavnagar University - 1985
- **B. Com:** Gujarat University - 1984

Professional Experience:

Channel Head:

Nirman News (Gujarati)

Period: 2016 till Present.

Director News:

VTV (Gujarati) Gujarat News Broadcaster Pvt Ltd.

Period: 2010 to 2014

(Founder, Director).

Bureau Chief:

BIZZ NEWS (Gujarati)

Period: February 2009 to September 2009

Deputy News Coordinator:

ETV (Gujarati)

Period: 2001 to 2008

Reporter:

Financial Express (Gujarati)

Period: 2000 to 2001

Reported on Banking and co-operative sectors. Assembly and secretariat reporting. Exhaustive reporting Madhavpura Co-operative bank Scam.

Reporter:

Mumbai Samachar, Ahmedabad

Period: 1994 to 2000

Covered Earth quake. was reporting on state Secretariat.

Assistant Director:

Doordarshan Ahmedabad

Period: 1992 to 1994

Production Assistant:

Educational Media Research Center (EMRC) Ahmedabad

Period: 1991 to 1992

Programme Assistant:

Developmental Education Communication unit (DECU) ISRO

Period: 1989 to 1990

Founding member of ETV- Gujarati

As head of Gujarat Bureau was assigned to select bureau team, stringer's network and finalize 2mbps centers. I was key person in profiling bulletins and time slot for the same. The channel was launched within two months of forming the team. Regional news operations were handled at Ahmedabad by team reporting to me. There were four copy editors, one panel producer handling news packaging, One senior reporter, 6 reporters, eight cameraman at Ahmedabad and nine each district reporters & cameraman and 17 stringers were reporting to me. All district centers and stringers were transmitting feed to Ahmedabad, where news were processed and bulletin run orders were prepared, later the same was passed on to RFC, to put news on air.

Initially we launched with two bulletins (Regional and National each), Hello India (Soft stories separate slot) and Current Affairs slot. Later five more half an hour bulletin and Metro bulletin were added (Two regional and National each and one international bulletin), with one half an hour weekly business bulletin. **In total were generating feed for Nine half an hour bulletins, five minutes hourly bulletins- 12 in a day.** One hour weekly live people's participatory programme.

As bulletins were increased so the strength of our reporting team, we added a chief reporter, principal correspondent, two senior reporters and reporters rising the strength to 16 at Ahmedabad, stringers strength was increased to the level of 24, with reporters in Delhi and Mumbai.

After two years: As the strength increased and so the work distribution, with that my role turned to be more conceptualizing, supervising, future planning for competition. As over all channel head (NEWS), I had vital role in selecting desk team, anchors and other technical staff.

Major planning:

Elections plays vital role in positioning the channel, I have planned the coverage of state assembly election held in 2002, 2007, Loksabha election 2004. For all these election we had separate slots. For assembly election we had two half an hour daily slot for special programmes like constituency profiles & district profiles, interview base programme, weekly one hour people's participatory programme " Matdar Puchhe Chhe". For this all research work was handled by team reporting to me. We had created a special graphic design cell at Ahmedabad to meet the election requirements. Four DSNG vans were at my disposal, two small PCR and one MCR was temporary created at Ahmedabad. A special RUT (RESULT UPDATE TEAM) constituted for state assembly and Lok-sabha election and was trained by me before the election. **Have Handled at least 500 hours live telecast.**

Major Crisis Handle:

Just one month after launching the channel first major crisis handled was **Godhra carnage**, because of my presence of mind and work distribution, ETV was not only first in breaking the news to the world but was first to air the visuals, though the nearest 2mbps center Baroda, was Ninety kilometers away from the site. Putting an infotainment channel ahead of all present news channels. The editors guild has positively noted, "That ETV-Gujarati's post Godhra riot coverage was extensive yet balanced reporting, compared to others."

- The second major crisis was "**Terrorist's strike on Akshardham**", we were first to break, only to cover crisis from inside getting visuals that no other channels have it. Had covered the crisis with ten team reporting from various spots. We had put of all entertainment programme and had done live for eighteen hours continuously.
- Other crisis handled are Daman bridge collapse killing 34, Pavagadh Ropeway accident, Samlaya train accident, former Minister of state for home Late Mr. Haren Pandya's murder, flood in various parts of state.
- Have handled live coverage of *Rathiyatra* for eight hours.

Contribution:

Under my leadership our reporting team had extensively contributed for other eleven Channels (Entire network). Stories for special cultural bulletins, Current Affairs, Stock Market and Business Reporting.

Instrument:

Was instrumental in guiding reporters for investigative stories in public interest. Have planned for them deciding right bulletin for the series. We have exposed scams like **Sujalam & Sufalam**, Marks scam in board exams, scams in government schemes like housing allocation, irrigation lake construction, poor management of Narmada water distribution, Mismanagement of Asia's biggest civil Hospital at Ahmedabad.

Planning of Promotion:

All special and exclusive stories were aired with great planning. First promo's were prepared and aired at least 24 to 48 hours in advance and aired creating curiosity.

Annual performance Report:

Total News staff's annual performance assessment was done by me, their confidential report were signed by me. Means reporting team, desk staff, camera team and technical team.

Additional Association:

- I am also founding member of professional body AV-CODE (Audio-Video Communicators for Development and Education)
- I am also associated with Gujarat Media society

I hereby declare that the information furnished above is true to the best of my knowledge. I do hereby declare that above particulars of information and facts stated are true, correct and complete to the best of my knowledge and belief.