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Vasanti has her PhD in Media Studies from Jawaharlal Nehru University and has double Masters degrees in Psychology and Management.

Vasanti specializes in strategy development, designing, researching and evaluating development programs communication initiatives. She advises, studies 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.

Vasanti has to her credit numerous policy inputs, program evaluations, designing and organizing multi stakeholder events and research based publications.

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.

**Her other current affiliations include:**

Director, MDRA – [www.mdraonline.com](http://www.mdraonline.com)

Regional Vice Chair for South & South East Asia & Steering Committee Member, IUCN CEC  
– [www.iucn.org](http://www.iucn.org)

Member, Consumer Complaints Committee, Advertising Standards Council of India – [www.ascionline.in](http://www.ascionline.in)

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

Board Member, BREAD Society – [www.breadsocietyindia.org](http://www.breadsocietyindia.org)

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