

Educational Qualification:

- G.D Arts – ( President awarded national scholar 1972 to 1975 )
- P. G. in Advertising and Market Research
- International Business ( Product and Research) in tourism IATA – Air India
- Certificate course in Dry Flower (HTC Talegaon 2007)
- Certificate course in Journalism
- Certificate course in Fund Raising (SAFRG)

Experience Overview:

35 years' experience with various Inland & Intl. Government and Non Govt. Organizations.

G D Arts , post-graduate in Advertising and Market research ( Fellow of Presidential scholarship of govt. of India ) and added IATA by qualification and yet spent most of my years immersing in social development - seeking answers to social problems in India. At the age of 26 I joined National Women Council ,University Women Council and founded Friends' Society (MCPSS) and , had not only experienced the challenges of starting and managing a non-profit, but had carved a niche for Friends' within the Development sustainable and Professionals' community of Pune, India.

My passion for social work drew me to a Diploma in Social Work during which period I was also awarded a certificate in Khadi Gram Udyag, through a joint program by the Ruler. Women entrepreneur for MSSIDC. I developed an understanding of the intricacies of Rural and refugees and migration by working in city under the MS Administration water and sanitation, the pertinence of microfinance and social businesses as an essential vehicle for social change.

My entrepreneurial spirit saw me design and create two self-sustaining social interventions: Design and printing packaging and self-adhesive Stickers supply to Kirloskar Oil Engine and their 4 other divisions, Tata Motors, KSB and Dr.Beck. With a group of ladies we started a vocational project that engages Ketaki Carpets and Craft work with MSSIDE support of women in urban low income group. Our products were appreciated by various countries through Trimurti (Govt.of MS Arts AND craft ).

Recycling old material and working in Solid Waste Management since 1979 I started making shopping bags from old saris. Pune is an Educational city, so students comes from various part of India to study in Pune. I started interacting with them for better community living through projects like My campus My Home. Recycling old material entrepreneurship, SWM like developed countries to experience and learn from the kaleidoscope of development issues for Municipal corporation and project work.

As an independent consultant of Travel and Tourism, I contribute lots of new Marketing ideas to State Tourism boards and have a long association with Goa Tourism development Corp. Maharashtra Tourism Board, Karnataka Tourism Board, Nepal Tourism Bord, Australia Tourism Board, Mauritius, Malaysia. I have visited more than 43 countries as a Travels agent and travel writer guest speaker, jury and workshop leader.

Currently I work with clients (Philanthropists, Corporates & NGOs) on: Strategic Philanthropy, Corporate Social Responsibility (CSR), Triple Bottom-line Planning, Impact based interventions, Program Development with state govt. on IWMP, Stakeholder Engagement, Monitoring.

June 2012 – Presently 5 year working on GOPIO India /USA with IFS Dr.D M Mulay foundation.

Building impact focused Corporate Social Responsibility (CSR) programs, and capacity of not-for-profits to scale and /or replicate

- **Developed Virtual Classrooms Learning program on SWM, for students and Municipal corporation as well as college and University**
- **Conducted research and analyze data to prepare Logic Model and M&S systems, assembled logistics for implementation plan SWM (focus: Healthcare, Education & Women's Empowerment)**
- **Led negotiations with the government and various stakeholders to create a Public-Private-Partnership Model for program funding and implementation**
- **Tracked pilot implementation across Maharashtra, monitored implementation, reviewed data and integrated feedback to plan for next steps .**
- **Currently planning to scale the Education program to 1100 schools in three languages**
- **Developing a strategic plan to scale the Healthcare problem under FPAI in rural and urban, and replicate the same at 10 locations in 6 district.**

**Developing a strategic plan to scale the Healthcare problem under PREM for Sanitary napkins desposal system in rural and urban, and replicate the same at 10 locations in 6 district. This is awarded project by IIT Mumbai ,CII and Team of advisory committee of PMO delhi**

Focus for nearly 35 years has been on growing society's capacity to create a sustainable neighbourhood environment, set up a group in her area to educate Government Programs for betterment of society. I am a writer, visualizer an artist, typographer, Printer,Educator, researcher, facilitator, Cargo Agent and tourist planner . My focus has been on building a strong group who can train society for their duty.

#### Significant Work Experience of the Past:

1st August 1976/ 2006 Advertising and Printing ( Vishwa Shobha Advertiser )

5 th May 1980/2018 Arts & Craft and Rural Marketing ( Ketakee Carpet and Craft )

7th April 1990 To 2018 Travel And Tourism (Galaxy Intl.Tours and Travels ) Cargo Dept. for Vaccine

1<sup>st</sup> August 2009 to 2018 - Designer for plant material and Solid Waste Management (SWM ) - Sesen

14 August 2012 To 2018 –Peoples Respect and Empowerment (PREM- NGO group)

1 Jan 2013 to 20018 – Networking company USA- India Director (The Cspace.com )

### Personal Details:

Name : Shyamala Arun Desai

Address : "Vishwashobha", 1118 Lakaki Road,  
Shivaji Nagar, Pune - 411016,  
Maharashtra,  
India.

Contact No : +91-9823459881 (mob)  
+91-20-654100 (res)  
+91-20-25652725 (fax)

Email Address : [shyama\\_desai@yahoo.co.uk](mailto:shyama_desai@yahoo.co.uk)

Date Of Birth : 01/08/1953

Languages Known : English, Hindi, Marathi

### Projects:

MSSIDC – Mentor Handicraft Developed for Trimurti (MSIDC )  
and bulk supply for Akbar ali in Mumbai.,

- D MSW Rural Development.- Khadi Gramdyog programme
- IATA \_AIR INDIA Cargo
- WTO – beneficial to India – a joint venture with Mauritius
- Women environment and development in rural area 1990 to 2003
- Dry Flower – 2007 to 2011 Design and production only natural plant material used

Sharada Charitable Institute Baramati – - Food and diet for 2200 Hostel Girls  
for budding young girls ( 9 years to 20 years ) from village 2009 to 2011 Bharati Vidypith  
Pune – 2010 to 2011 - Food and diet Young Student s ( 16 Years to 24 years )

**Director – Peoplemover.com ( USA ) 2014 2019**

**IFUWA Project – Zero garbage ( Recycle Max) 2013**  
**Home Medical waste 2009 to 2015**  
**FGM project 2015 to till date**

**IFUWA – MEMBER OF HEGG HOKK committee for International girls scholarship 2016 to 18**

### Co- Curricular Activities:

Member:- Advisory Committee \_ Police Welfare \_ 1990 till date

Member:- The International Association Of Lions Club ( Best Lions President 1990)  
Chairperson-Environment , Health and Education.

Member:-WEDO (Women's Environment and development Org. USA )  
IFUW ( Intl. Federation of University Women-Geneva )

Member :-National Women Council –  
Convener Rural development child & women

Member:- Poona Women council (Treasurer 1985 to 87 )

Member:- Board Member Family Planning association India(1983 to till date) Committee member for 2010 /11 FPI secretary 2012 to 2015

Member:- University Women Association (1985 to till date)

Project on Solid West management for IFWA 2005 Project on Urbanization and **solid waste management by PMC 2012/2016**

IFEWA -Project on Garbage Recyclers and Indian economy 2012

Member:- National Society For Clean City- Vice President 2006 to 12

Member:- MCPSS ) Secretary 1987 to 08 working on Govt, systems

Zero garbage program with PMC 2005 to 11

**:- MCPSS ) Secretary 2015 to 2018**

Member- IEF – Green cover and climate change 2012 to 2016

Member:- Founder member of NIRDHAR –Sakal Trust

Member:- BYST ( CII –activity for young entrepreneurs work as mentor 1999 to 03)

Member:-Galantry Medical and Educational Trust-Founder Secretary

2000 to 16 ( Work on Medical project for GOVT

Member:- Adviser Karve Stri shikshan Sanstha -2003 to 2005

Member :-SOFOSH –Friend of Sassoon Hospital-Secretary 2006 to 10

Member:- Social Welfare ( MS )-2010 to 12 (CSR Activity )

Member:- Executive committee –SETU – MCCI -Janvani

Member :- Dr Anandi bai Joshi Puraskar Samiti Maharashtra Rajya 2011

**Member:- Advisory Committee \_ Police Welfare\_ 1990 till date**

Member:- The International Association Of Lions Club ( Best Lions President 1990)

Chairperson-Environment , Health and Education.

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Convener Rural development child & women

Member:- Poona Women council (Treasurer 1985 to 87 )

**Member:- Board Member Family Planning association (1983 to till date)**

**Committee member for 2010 /11 FPI secretary 2012 to 2016/17**

Member:- University Women Association (1985 to till date) Project on Solid West

Management for IFWA 2005 Project on Urbanization and solid waste management by PMC 2012 IFEWA -Project on Garbage Recyclers and Indian economy 20

Member:- National Society For Clean City- Trusty Vice President 2006 to 16

**Member:- MCPSS ) Secretary 1987 to 08 working on Govt, systems Zero garbage program with PMC 2005 to 11 and 2015 to 2017**

Member :-for MCCIA/JANVANI/for SWM Planning .city SWM group 2016

Member:- PREM-People Respect & Empowerment Mission 2012 to 18 ( This mission is supported By Hon.Ex president Pratibhatai Patil

Member:- Apex Committee PMC for SWM 2019 to 2020