

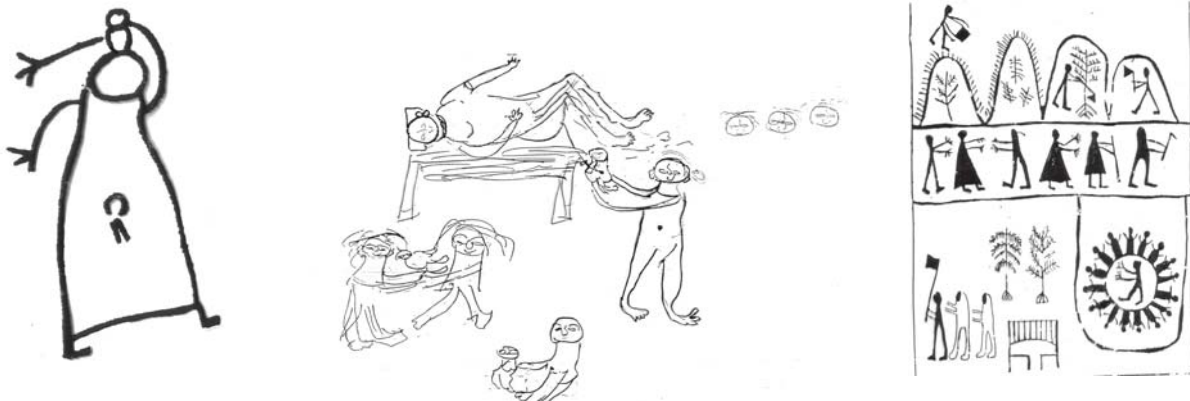
LAKSHMI MURTHY: RESUME

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Languages Known Kannada, Hindi, English, (speak fluently)
Tamil and Bengali (speak moderately)

I am a designer and social communicator, I manage a studio, Vikalpdesign, based at Udaipur, Rajasthan, India. The studio's niche area is media design and training. Since 1988, I have intensively worked for and with, low literate audiences in the area of reproductive and sexual health. I have also teamed up with other experts to work in different areas such as gender, life skills education and environment.

WORK SUMMARY

- **Training material and communication products** that I design, is based on visual perception, visual grammar and visual literacy among rural/urban communities in India. Putting local resources to maximum use, I have developed self learning interactive CDs, audio dramas, pop up story books, flip books, low cost exhibitions, pamphlets, manuals and other “take away” material. A part of the media material designed, is **batch produced and sold through the studio**. We have supplied media through networks of UNFPA, CHARCHA, State Resource Centre, Jaipur, and many NGOs across India.
- **Workshops on “Sexual Health”** for young people both rural and urban.
- **Training programmes** for health training teams and village communities.
- **Short duration design courses**, example, “ Spaces for design in the development sector” for students of craft and graphic design
- The studio takes **live projects into classrooms** and supports short term internships.



“Communication is serious business. It is not about how nice a picture looks, it is about how clearly it speaks.” -----

Visual and verbal cues from the audience, forms the foundation of training and media.

PROFESSIONAL AFFILIATIONS

- IRN - International Rural Network, Canada : Country Director, India
- Jatan Sansthan, Rajsamand district, Rajasthan, Trustee
- Aajeevika Bureau, Udaipur, Rajasthan, Trustee
- Visiting Lecturer at the National Institute of Design, Indian Institute of Craft and Design, Jaipur, Pearl Academy of Design, Delhi, Centre of Environmental Education, Nehru Foundation, Ahmedabad, Mudra Institute of Communication and Advertising, Ahmedabad, IIMR, Jaipur, University of Udaipur, Rajasthan Vidhyapeeth, Udaipur
- External Evaluator for Student Juries at NID and IICD
- Host to student interns from The National Institute of Design, Ahmedabad, Brown University, USA, Home Science College, Bikaner and Udaipur.

FELLOWSHIPS

- **“Honorary Fellowship”** Year 2005 the International Rural Network
- **“MacArthur Fund for Leadership Development” Fellowship** August 2000 – March 2003. The fellowship supported work in the area of rural adolescent sexual health communication. A range of media material was developed and field tested through workshops and training programmes where I worked closely with more than 600 adolescents in South Rajasthan.
- **“Bernard Conyer’s Fellowship” 1995**, Arkleton Trust, Great Britain. The fellowship supported dissemination of research on appropriate visual communication for rural communities, visual literacy and perception.

BOOKS / PAPERS / ARTICLES

- Co author : Learning from the field, Experiences in Communication, UNFPA /NID -- 2000
- “A fresh coat of paint: including people in planning health media” at the conference, “Power of place “ --- International Rural Network, **Abingdon, U.S.A. June 2005**
- *“Communicating for sexuality”* - Conference “Taking Charge” -- International Rural Network, **Inverness, Scotland, June 2003**
- *“The Art of Communicating for Health”* at the Arts Design and Health World Symposium, **Sydney, Australia, February 2003**
- **Humanscape : 2000** Education or Domination? , **2002** Birds and bees, boys and girls /,

EDUCATIONAL QUALIFICATIONS

- 2001 *University of Reading, England - 6 weeks certificate course “Principles and Practice of Communication”*
- 2001 DSW, Bonita Training Institute, Kampala, Uganda - 3 weeks certificate course “Information Education and Communication IEC Strategy Design and Materials Development for Sexual and Reproductive Health”.
- 1991 Indian Institute of Ecology and Environment, New Delhi, India : 1 year distance learning certificate programme - Ecology and Environment.
- 1986 NID (National Institute of Design) Ahmedabad, India: Graduate 5 ½ Year Professional Education Programme

Other

- 2000 IIM, Bangalore: One week training programme on “ Health Rights and Women’s Empowerment”
- 2000 Chetna, Ahmedabad: One week training programme on “Adolescent sexual and reproductive health and HIV/AIDS”
- 2002 International Council on Management of Population Programmes, Kunming, China
One week workshop: “Strategic Approach for Improving Quality of Care in Reproductive Health”
- 2002 Sangath, Goa: One week training programme on “ Working with teenagers”

CLIENTS

CONSTELLA FUTURES , Delhi (January 2007 to May 2008)

“ASHA + “ NRHM Project, Govt of Utrkhand has 700 ASHA + workers who coordinate with 55 supervisors of 4 NGOs in the districts of Chamoli, Uttarkashi and Munsiyari. Our work has involved:

- Design of the four phases of the “Training of Trainers of Asha Supervisors”
- Conducting the Training of Trainers for the four phases
- Developing communication products
- Block level support at ASHA workshops in field areas

The ASHA Jhola

Each ASHA + worker is provided with a sling bag or *jhola*, made of strong eco friendly denim. The *jhola* contains:

1. “Asha Meri Kitab” a reference book
2. Support material on health that is divided into units.

Each unit is a folder containing further sections. In order to make the support material more real and closer to out lives, two characters, male, Sundar and female, Sundari, appear wherever possible. Health facts are discussed surrounding Sundar and Sundari.

“ **Sharir aur Swasth kay liye khas khas batein**” - Nutrition Flag, Anaemia, Anatomy, Changes in the body as we journey through adolescence, Contraceptive choices

“ **Mahwari honay par kya karen?**” - Mahwari Chakka (menstrual wheel), Sanitary Napkin, Demonstration Doll

“ **Maa aur Bachay kay liye khas khas batein**” - Care during pregnancy, Dangers during delivery, Nutrition for children 0 – 5 years, Immunization 0 - 5 years, Child hood illnesses

“ **More on Reproductive health**” - STI, HIV/AIDS

Workbook on “Understanding Gender”

Materials such as - Drug Kit, Spring balance, Infant Doll, Glass/katori/spoon



POPULATION COUNCIL DELHI, Delhi (2004/2005 and 2006/2007)

Design of media material – Training manuals, Pop-Up Story books, “Take away” books, Cds - on Abortion and HIV/AIDS, for low literate audiences for the States of Rajasthan, Andhra Pradesh and UP and West Bengal.



UNFPA – IPD Project, Rajasthan, Gujarat, Orissa and Madhya Pradesh (2004/2005)

- National Level Master Trainer for Sexual Health Communication Training - for the “Life skills for out of school adolescents” programme. I was a part of the 4 member team.
- Design and supply of reproductive health material to the UNFPA - IPD networks in different states

CHARCA/UNIFEM (2004/2005)

- Undertook a “Communication Materials” desk review
- Conducted a workshop on effective communication with rural communities
- Supply of Media material to CHARCA's partner institutions

SUMUHA, Karnataka (2003 – 2004) Designed and developed self learning interactive cd “ Leela” on “Pregnancy” for young adolescent girls and boys. The cds are used at the Sumaha’s training centres in Devdurg district.

Dr Jaya, John Hopkins University USA (2004):

Design of culturally appropriate interactive survey tools. Case studies, visual cards for secret ballots, audio-visual stories and visual story cards formed components of the tools.

National Institute of Design (1998 - 1999 - 2000)

Team member, health communication training team, conducted training programmes for the health department, Himachal Pradesh

Team member, Graphic Design team for manuals developed for IUCN on sustainability issues

ARTH , Udaipur (1999, 2004, 2005, 2008)

Capacity building for ARTH’s team on effective communication and reproductive health. Design of Flip books, health cards, take aways.

OTHER CLIENTS HAVE INCLUDED

In Rajasthan: Inter cooperation - ISGP, Seva Mandir, Vidhya Bhawan, Krishi Vigyan Kendra, ARAVALI, Astha, World Vision, RCDSSS (Ajmer), Prayas, Jatan, Lok Jumbish Projects, PEDO, Doosra Dashak, ICHAP, URMUL, Digantar, UNNATI.

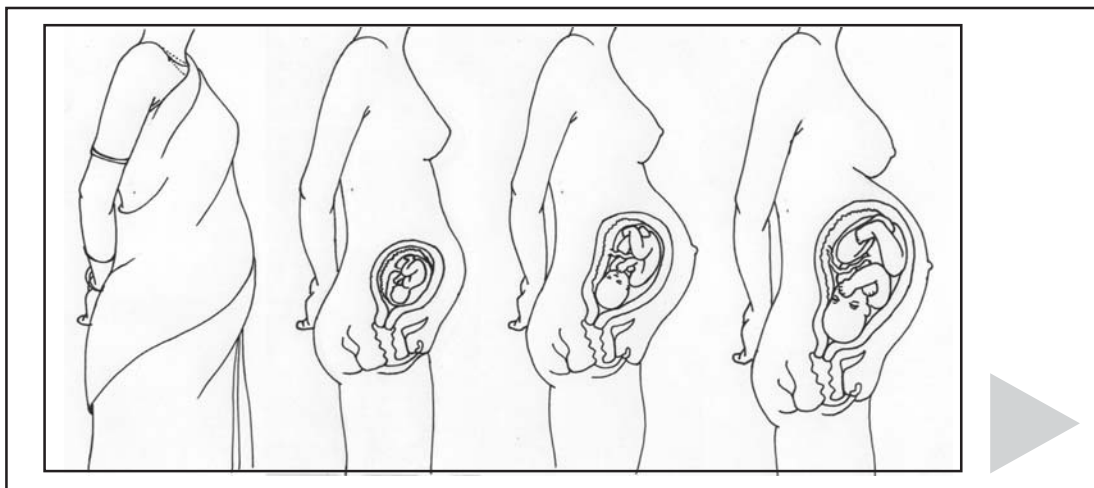
In Gujarat: SWATI, Centre for Environment Education

In Karnataka: Samraksha, People’s Trust

In Orissa: UNFPA’s IPD project

In Andhra Pradesh: Inter cooperation - ISGP

In Kerala: Mitraniketan



TEAM VIKALPDESIGN

Vikalpdesign employs one administrative assistant, one multipurpose worker and one material production assistant. The studio puts teams together, depending on the scale of the project and special skills needed. Many professionals have been associated with us in different capacities.

The following persons have had long term associations and collaborations with us:

Dr Kailash Brijwasi (Phd Sociology) is Udaipur based. He is a specialist in primary education, life skills and gender. He has worked in Rajasthan, Gujarat and Uttrakhand on many of Vikalp's assignments since 1995. He is also a writer (Hindi). He was the primary writer and co- trainer in the Vikalp/Constella/ASHA + project.

Sarika Samdani is a graphic designer (NID) and has worked exclusively in the "communication for development" sector in Gujarat, Rajasthan, Bihar and Jharkhand. She has been associated with us since 8 years, first as a student and then as a professional. She worked for us full time for a few months after she graduated and later took up work with us on assignment basis. Sarika moved to Munger, Bihar in 2006. We continued to collaborate long distance with her and she took a lead part in the print design and cd design work for Population Council in 2007.

Jyotsna Lall is Jaipur based and is a rural management expert (IRMA). She has been a consultant to many programmes such SDC and the Rajasthan Mission on Livelihoods. Jyotsna has also worked in Afganistan with rural communities in the areas of rural development and micro-finance. Her special areas are education and migration in which she has been involved in many research studies. She has been associated with Vikalpdesign since 1999 and was a part of Vikalp/Constella/ASHA + team.

Geetika Ramchandran is Udaipur based. She is the proprietor of Arrowebs, a software firm. Arrowebs have provided support to Vikalpdesign since 1998. They maintain Vikalp's website. Additionally, they translate our design work from the drawing board into flash presentations and simple animation. They have played a lead role in the development of interactive cds for Population Council and Dr Jaya's "Survey Tools" assignment.

Lakshmi Murthy
May 2008, Udaipur

