

# **Sadhna Shrivastav**

[www.sadhnashrivastav.com](http://www.sadhnashrivastav.com)

Sadhna Shrivastav started her career with Doordarshan when electronic media set its foot on the Indian horizon. One of the most popular television personalities in the 80s and the 90s, she has left a distinct imprint in the minds of millions of television viewers of India.

A multifaceted personality, she has **contributed to the media and the field of culture in her capacity as consultant and coordinator of international and national festivals, television anchor, stage compere, and director of documentaries and serials.**

**She has been honoured with:**

- **International Lifetime Achievement Award by International Congress of Women, 2009**

- **Award for Outstanding Contribution from the Govt. of Poland, 2011.** (for coordinating the year long “Year of Chopin in India” on the occasion of the International Year of Chopin celebrated globally)

- She has been member, **Expert Committee** for the Scheme "**Safeguarding the Intangible Cultural Heritage and Diverse Cultural Traditions of India**" Appointed by **Ministry of Culture, Government of India.**

- She has prepared a revised report on India’s inscribed elements (8) of **Intangible Cultural Heritage**, submitted by Ministry of Culture GOI to UNESCO (December 2013).

- Member, **Advisory Committee (documentation)**, Sangeet Natak Akademi (2010-2014)

- **Member film preview and selection committee** for the **44<sup>th</sup> International film festival of India** (2013), and

for the **45<sup>th</sup> International film festival of India** (2014)

- Freelance anchor for Culture related programmes on television and stage.

## **LAST FEW YEARS**

- Documentation of **traditions and rituals of Manipur**, both Vaisnavite and Pre-Vaisnavite

- Director of Government of India's entry to **UNESCO** for film on **Qawwali**,

- Director of Government of India's entry to **UNESCO** for film on **Chhau**, which resulted in Chhau been inscribed by UNESCO as "Masterpiece of Intangible Cultural Heritage".

- Was on panel of television professionals from around the world to recognize excellence in international television programming as **juror** in the Final Round of judging for the **2010 International Emmy® Awards**, New York.
- Coordinated the 10 day event-**Kul Varnika, Commonwealth literature in performance**, comprising solo performances by eminent dance-theatre personalities, for **Sangeet Natak Akademi** and **Ministry of Culture**, GOI.
- **Coordinated** several segments of **Rabindra Pranati**, celebrating the **150th birth anniversary of Nobel Laureate Rabindranath Tagore**, for Sangeet Natak Akademi.
- Festival design and Coordination, "**Year of Chopin in India 2010**" for Govt of Poland.
- Director of serials such as Saundarya Lahari on Jaidev's **Gitagovindam** , and "**Mystic saints and poets of India**" for DD Bharti
- Production Co-ordinator of Delhi Unit of "Hey Ram" for Producer/Director Kamal Haasan, and casting for "Marudanaayagam", under Production by Kamal Haasan
- Sent to **Brazil and Mexico** as advance team to coordinate, design festival and tie up local partners for **Festival of India** in the two countries. (For Sangeet Natak Akademi and **Ministry of Culture**, GOI.)

Sadhna's over three decades of close interaction with the arts and artists **through media & stage**, have resulted in her serving the field of art and culture by designing and putting together festivals of international stature in her capacity as Consultant-Coordinator of Festivals & Events.

With long years of hands on experience in the electronic media Sadhna has mastered the finer aspects of the medium as a **Director**.

Her other major works include direction of the pioneering and much acclaimed weekly current affairs magazine "**North East File**" for Doordarshan and **DD-CNNI**.

**Octave 2006 and 2007**, mega events launched by Ministry of Culture to integrate the remote states of the north east with the country, through projection of the artistic beauty of the North East, was coordinated by Sadhna Shrivastav.

This was followed by designing and coordinating other national and international events like Manipur's Pre-Vaishnavite Ritualistic Festival of **Lai Haraoba in Delhi and Chennai**, never

featured before outside Manipur, and Coordination a 3 day Film Festival of North East for Kalakshetra Foundation Chennai, to name a few.

Whether it is a visit by heads of states, countries, global organizations or the national days such as the Republic Day, Independence Day, etc., she has lent her own distinct style as commentator of live telecasts of Doordarshan.

Sadhna has to her credit compering programmes for various cultural institutions like the Government of Delhi for Days of Delhi in Moscow, Indian Council for Cultural Relations, Music Today, Sangeet Natak Akademi, the Sahitya Kala Parishad, Delhi Tourism, Directorate of Film Festivals, SPICMACY, the Qutub Festival, Ananya at Old Fort, the Bhakti Utsav, the Festivals at Khajuraho, Konark and Ellora, and the Heritage Festivals at Gwalior, Patiala, Kapurthala and Amritsar for the Government of Punjab and UNICEF, UNIDO, to name a few.

She has also provided her professional expertise in the media to Foreign embassies based in India for festivals such as **Days of Poland in India, Year-long celebration of Chopin**, and events of the **Royal Norwegian Embassy**.

Her vision of the creative field being vast due to travels both home and abroad, Merging her excellence and deep understanding of both the media and performing arts, Sadhna co-founded Nasadiya Arts in 2008 to provide service to the arts and artists, for creating awareness and providing publicity through designing brochures and websites for artists and art institutions.

All revenue earned by Nasadiya Arts is directed towards India Foundation, a free clinic for the destitute and homeless.

**The International Lifetime Achievement Award** bestowed on her on 31March 2009, by the **International Congress of Women**, and **Award for Outstanding Contribution from the Govt. of Poland, 2011** is an acknowledgement of her perseverance and dedication to the cause of cultural and creative vocation.