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Mentza : <https://www.mentza.com/download/salonisinha-1>



BIOSKETCH

Saloni Sinha is a gold medallist and NET-JRF in Linguistics from Jawaharlal Nehru University, New Delhi and has been playing a key role in the domain of research, training and teaching in the discipline of Communicative Competence for the past two decades. She is presently a faculty of Business Communication and Theatre at Birla Institute of Management Technology, Greater Noida, where she hones communication and employability Skills of MBA students. Here, she has established herself as an innovative teacher. She has designed and implemented several innovative courses on employability like “Corporate Effectiveness Through Theatre Techniques”.

Her pedagogical innovation during Covid 19 was shortlisted as an entry at Times Higher Education Awards Asia 2021, and reported in Insurance Times and “A Commonwealth Insured 2021” report released by CII-UK.

In the presence of the AICTE Chairman, she recently received “India’s Inspiring Teachers Award 2021” in the category “Excellence in Innovative Teaching and Learning Practices” organised by ASMA and Innoserv Group.

Her keen interest in theatre has encouraged her to initiate several community building initiatives like “Theatre in Education series” to spread awareness of SDGs and several social issues in rural and urban areas. She is also the recipient of Asmita Theatre Group’s YOUTH ICON Award 2018 for her academic and social campaigns on ‘Theatre for Change’. Her efforts have been commended by Shri Ram Chandra Mission, Heartfulness Education Trust and United Nations Information Centre for India and Bhutan [UNIC] for two consecutive years 2019 and 2020.

She was also invited as jury in Green Drama Festival held during 6th India International Science Festival (IISF 2020), a joint initiative of the Ministry of Science & Technology, Ministry of Health and Family Welfare and Ministry of Earth Sciences in association with Vijnana Bharati (VIBHA), Council of Scientific and Industrial Research (CSIR) and National Institute of Science Technology and Development Studies (CSIR-NISTADS).

She is presently associated with PMO, Government of India as a translator (Hindi-English) for Prime Minister’s Speeches at PIB-PM Unit. She is an Expert Advisor with Commission for Scientific and Technical Terminology, MHRD, GOI, where she contributes in analysing issues in Bilingualism and Semantics in development of bilingual glossary of technical terms.

She has curated “BIMTECH Business Literature Festival 2021”, one the most successful virtual lockdown initiative at BIMTECH, Gr Noida which showcased authors and speakers of global repute.

She has keen interest in the areas of Employability, Communicative Competence, Social Responsibility, Computer Mediated Communication, Capacity Building, Communicative Sensitivity and Palliative Care Communication, Computational Linguistics and Bilingual Translation.

She has completed AICTE-GIAN certifications in NLP ((IIT PATNA), Hyperpersonal Communication (IIM-K), Digital Humanities (HarvardEx), Development Communication (MICA-CSRBOX), Social Impact Measurement Evaluation (MICA-SocioStory), Dale Carnegie Certification for Communication Skills training and Basic and Advanced Level Cambridge Teachers Certification.

She has designed Communication Skills Practicum for TERI University and UGC Add On course in Functional English for Ranchi University. She was instrumental in including Language Lab in UP Technical University. She had the opportunity to design, implement and execute English training 6 month course for Korean and Myanmar senior Diplomats and Open Society Fellows at TERI University.

Her capacity building initiatives are helping young minds engaged in professional education as well as the corporate world towards appropriate contextual communication. With more than 25 years in this field, she is a key resource person in the field of Soft Skills & Written Communications Skills, and has to her credit several Linguistic Empowerment Practicums for embassies, corporates and universities in various domains of teaching, research, training as well as curriculum designing on ESP for reputed organizations like MEA, Korean Embassy, JNU, MHRD, UGC, IGNOU, TERI University, Symbiosis International University, Amity University, UP Technical University, Ranchi University, NTPC, GAIL, Power Grid, NHPC, IISLA, BFIN-Nepal etc.

Apart from her academic and administrative responsibilities, she is also passionately working in the domain of enhancing Communicative Sensitivity by designing and implementing development and empowerment projects in several villages. Some of her engagements were “Protsahan Chiraiyya”- a Life Skills Education Programme for rural adolescent girls at Neemka Village, UP.

Also, as a trustee with Rajbala Foundation, Gurgaon she is dedicated to spreading awareness about Primary Education, Palliative Care, Geriatric and Juvenile and Mental Health issues. Through this association, she creates “happiness angels”- young volunteers, who shoulder the responsibility of adding life to years to “end of life phase” patients and mental health. She has also contributed in “Project Titli” which is making efforts to revamp a primary government school in Adhira, Haryana and various awareness series through community radios of Mewat area.

Her Covid 19 response initiative led by her students has been recognised as #DETTOLSalutes “our protectors” by Reckitt Dettol Antiseptic

She has been a regular panellist and EmCee in elite national and international forums and published her research in various reputed journals in the field of bilingual translation, capacity enhancement, social responsibility and palliative care communication.

Her life story has also been featured in one of the episodes of a web series “The Girl Tribe” – a Facebook community by famous blogger Malini Agarwal, Founder of MissMalini.com as a part of the “The Girl Warrior” series.

EDUCATION

- Master of Arts from Centre for Linguistics and English, School of Languages, Jawahar Lal Nehru University, New Delhi, 1997 with 7.6 CGPA
ACHIEVEMENTS – Awarded A+ in Field Method Dissertation, Overall Merit Rank I/AIR 1 in MA & MPhil Entrance
- Bachelor of Arts (Eng. Hons. with Job oriented course in Translation and Feature Writing) from Indira Gandhi National Open University, New Delhi, 1994 with 71%
- Indian School Certificate- Year 12, 1991 with 76%
- Indian Council for Secondary Education-Year 10, 1989 with 64%
- UGC-NET (LINGUISTICS) Ref. No.3227 (JRF NET-DEC., 98) in 1998

CERTIFICATIONS

- Certification on “Education in India - Ideas, Policies, Alternatives”- 20 hours MOOC from Centre for Civil Society-Global Think tank listed in top 100 of the world.
- Certification on “Development Communication” by MICA-CDMC & CSRBOX
- Certification on “Evaluation and Communication of Social Impact” by MICA CDMC & SocioStory
- MHRD GIAN certification on Natural Language Processing at IIT PATNA with A+
- MHRD GIAN certification on Hyper Personal Communication at IIM Kozhikode
- Completed HarvardX course “Introduction to Digital Humanities(DH101)”
- Selected for “Foundation Course in AI and Machine Learning” a live project based Industry Interface at IIIT Hyderabad AI-ML Lab

AREA OF INTEREST AND RESEARCH

- Business Communication
- Development Communication
- Marketing Communication
- Education Policy
- Natural Language Processing (Bilingual Machine Translation, etc)
- ICT and Edtech
- Theatre in Education
- Palliative Care Communication
- Mental Health and Wellness

- Employability and Skill building
 - Life Skills Education
 - Gender Issues
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TEACHING COURSES AND NEW COURSES DEVELOPED

- Business Communication
 - **Corporate Effectiveness Through Theatre Techniques** (New Course developed)
 - CSR Communication
 - Development Communication
 - Scientific and Academic Writing
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EXPERIENCE (25 years approx.)

- Assistant Professor III, Business Communication & Theatre, Birla Institute of Management Technology, Greater Noida, India, June 2014 – till date
 - Assistant Professor III, Business Communication, Amity Institute of English Studies and Research, Noida, July 2013 – May 2014.
 - Assistant Professor, Business Communication and Human Values, GNIOT, Gr Noida June 2009-2013
 - Lecturer, Jamshedpur Women's College, Jamshedpur, March 2006 –July, 2009
 - Sr Lecturer, Business Communication and Human Values, IPEC, AKTU (then UPTU), Ghaziabad June 2003-February2006
 - Sr Lecturer, Business Communication and Human Values, AKGEC, AKTU (then UPTU), Ghaziabad April 2000-2003
 - Teaching Assistant (Linguistics), Centre for Ling. & Eng., S L, JNU, New Delhi, May 1997- December, 1998
 - Project Head, International Academy of Foreign Languages (Training, Transcription, Translation and EFL training for Korean Embassy officers), New Delhi, November, 1997- October, 1999
 - Head-English, National Institute of Medical Transcription, New Delhi.
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ADMINISTRATIVE POSITIONS AND ASSIGNMENTS

At BIMTECH, Gr Noida

- Chief Coordinator-BIMTECH Business Literature Festival 2021
- Member Secretary, Centre for Corporate Communication (CCC), BIMTECH, September 2019-onwards
- Mentor-Majlis-Theatre and Debating Society, BIMTECH, 2015 –onwards (Only club which at BIMTECH which has earned acclaim beyond the campus and has many achievements to its credit.
- Mentor-Media Conduit, Birla Institute of Management Technology, 2017 –onwards (Corporate film project as well as social media and PR of college)
- Mentor-Editorial Conduit, Birla Institute of Management Technology, 2015 –2017
- Faculty Representative- Centre for Corporate Relations, 2019 onwards

At Universities

- Member, Board of Studies (Communication Skills for MA-SDP), TERI University, New Delhi, India, 2010 - onwards.
- Member, Board of Studies (UG & PG), Amity Law School, Noida
- Member, Board of Studies (UG & PG), Amity Institute of English Studies and Research, Noida
- Member, Admission Board- Symbiosis International University, Pune & Noida, 2013-onwards
- Expert Member, Area Advisory Board of English, Amity Law School and Amity School of English Studies and Research, Noida
- Member-Board of Studies (Functional English) UGC Add-On courses, Ranchi University, Jharkhand
- External Examiner (MA English), AIESR, Amity University, Noida (2019-onwards)
- Member-Board of Studies & Examination Board, UP Technical University (Now AKTU), 2000-2005
- Coordinator- Human Values Foundation, AIESR, Amity University, Noida, 2013
- Member-Placement Committee, Amity University, Noida, 2013

At GOVERNMENT OF INDIA

- **Casual Assignee-Translator Prime Ministers Speeches** (Hindi-English), Press Information Bureau (PIB-PM Unit), 2017 -onwards (**some** coveted **live translations** like GST, 15 August speeches, Ayodhya Foundation Stone Laying Ceremony among several others)
 - Resource Person, **Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Govt of India** (Delivered a three month English Language training for Sr Diplomats of Myanmar in 2018 at JNU)
 - **Expert Advisor (Bilingual Comprehensive Glossary Development of Technical Terms -Hindi/English), Commission for Scientific and Technical Terminology, Ministry of Human Resource Development, Government of India, 2011-onwards**
 - Empanelled Translator for AICTE (Swayam Courses), 2020
 - **Executive Training** for Indian Institute of Insurance Surveyors and Loss Assessors (**IISLA**), IRDA, GOI

At other B Schools/Institutes

- Guest speaker, Centre of Management Communication (CenComm), a Centre for Excellence at **IIM Bangalore**, India (Delivered a webinar in Dec 2019 on Robert Cialdini's Principle of Pre-suasion titled "To Persuade Optimally, Pre-suade optimally" <https://www.youtube.com/watch?v=ZYgBAwRlFrw>)
- Invited expert in FGD on "HEIs and Community Engagement- SDGs" – a multi-country project sponsored and funded by UNESCO Asia and ProSPER.Net
 - Guest Faculty, MA -SDP, **TERI-SAS, Delhi** (since 2010) (delivered Elective for Open Societies Fellow from five nationalities of MA-SDP Program in 2019)
 - Guest Faculty, Jaipuria Institute of Management, Noida (2019)

- Guest Faculty, Department of Management, Apeejay Institute of Technology, Gr Noida (2012)

VIRTUAL Speaking opportunities (during COVID 19 lockdown period)

- **Valedictory Talk on “Innovative Classrooms- Best Practices”** in 5 day FDP under **UGC PARAMARSH SCHEME** organised by Kerala Higher Education Council and IQAC-MES Keveeyam College, Kerala
- Webinar on **“Tap The Trigger Before The Trigger Traps You: An Interactive Session On Communicative Sensitivity For Better Psychological Wellbeing”** for **CHRD ASIA- Delhi Chapter**
- **Keynote Speech on “Scenario of Education in the Unlock World Ahead”** during National FDP on Teaching Learning, Department of Education, Karim City College, Kolhan University, Jharkhand
https://www.youtube.com/watch?app=desktop&v=Mprzkh3t8ul&feature=youtu.be&fbclid=IwAR1DxUN6GeMui8Rl1CYwHSo3xSjFH_9380QjSLleB-2EMKn1ldFFYa05Ag
- **Expert talk on Open FDP on “Power of Moments: Creating your own Positivity Pill”**, KIET Group of Institutes, AKTU, Ghaziabad.
- **Moderated leadership talk** on “Reimagining Insurance Industry post Covid -19” with Shri Bhargav Dasgupta, CEO & MD, ICICI Lombard General Insurance Co. Ltd.
<https://www.youtube.com/watch?v=2s699PZnrhQ&t=138s>
- Expert Talk on "Simple is More Difficult "-A Workshop on Impactful Professional Communication for GNIOT, Greater Noida
 - Interviewed **Dr Harivansh Chaturvedi, Director, BIMTECH** on **“COVID-19: Impact on Indian Higher Education, Economy & Society”**
<https://www.youtube.com/watch?v=EQm2FH2WUWI&t=701s>
 - **Moderated panel talk on “Mental Health Awareness: Making Communication Channels Robust”** in which noted **Panellists were Dr Atreyi Ganguli**, National Professional Officer (Mental Health and Substance Abuse), **World Health Organisation, Country Office for India** and **Mr Kamal Singh**, CEO and Executive Director, **UN Global Compact Network India**. It was **live streamed** from TEN NEWS Digital Studio on TEN NEWS NETWORK.
https://www.youtube.com/watch?v=auOjq_4PTow
- **In conversation and Book Launch**
 1. "NEVER GIVE UP - Overcome Life's Challenges and Achieve Success" by Shri Nilesh Sathe, former IRDAI member and veteran of Life Insurance Corporation

<https://www.youtube.com/watch?v=RhXX6Uofw1w&t=346s>

2. "THE LEARNING FACTORY" by , Mr Arun Maira, former member Planning Commission

https://www.youtube.com/watch?v=Ao_Q4gxK_wI&t=1009s

- **VIRTUAL EVENTS ORGANISED**

1. **Chief Curator & Co-ordinator 1st BIMTECH Business Literature festival 2021** (virtual) featuring 20+ eminent global gurus like Shri Arun Maira, Mr Bharat Wakhlu, Mr Shiv Shivakumar, K V Pops, Abhijit Bhaduri etc.

<https://www.youtube.com/watch?v=AKji7d78NNo&t=8701s>

2. **Curator of Shabdalaya-** An open mic poetry session on Hindi Diwas

RECOGNITIONS AND AWARDS

- **Gold Medal** for securing 1st rank in MA, JNU, New Delhi.
- **A+ in MA Thesis** (1997) on SANTHALI LANGUAGE (Uncontested till date at SLLCS, JNU, New Delhi)
- **"Youth Icon 2018 for Theatre for Change"** awarded by internationally acclaimed Asmita Theatre Group, New Delhi.
- **"India's Inspiring Teachers Award 2021"** in the category "Excellence in Innovative Teaching and Learning Practices" organised by ASMA and Innoserv Group. (felicitated by AICTE Chairman)
- **Felicitated at "Heartfulness Essay Event" in two consecutive years (2019 & 2020)** as Faculty Coordinator for mobilising maximum entries and merit achievers at State and North Zone Level. (This is a National Level Essay Event organised by Shri Ram Chandra Mission, United Nations Information Centre for India and Bhutan and Heartfulness Education Trust).
- Anointed **"LITERARY COLONEL" by StoryMirror.Com** (a popular literary portal) for promoting literature among youth of India.
- Comic Book Class Project Shortlisted in Times Higher Education Award Asia 2021

RESEARCH FUNDING AND CONSULTING

- Transcription and Collation of Andamanese Language Audio data, Ministry of Human Resource Development, Govt. of India, September, 1998- August, 1999
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EDITORIAL POSITIONS AND REVIEWS

- Editor- Vrittant (a Quarterly Newsletter), Birla Institute of Management Technology 2015-2017
- Editorial Board- Annual Activity Report (2014), BIMTECH
- Editorial Board- BIMTECH Business Perspective Journal, Sage Publication

- Advisory Board- ShodhGyan-Research Scholars Journal, BIMTECH
- Editorial Board, IJHEPS (a UGC CARE LISTED journal), India

MEDIA IMPACT & INTERVIEWS

- **Union Minister Facebook Page feature:** My contribution in **Project Protsahan Chiraiyya**- Life Skills Education for rural adolescent girls featured in the video released by **Dr Mahesh Sharma, MP as a SAGY success story** (village Neemka was adopted by him under Sansad Adarsh Gram Yojna, GOI and the impact of this project is well highlighted)
<https://www.youtube.com/watch?v=Kru2UkFfVS8&feature=youtu.be> (2:55 onwards)
- **Vice Chairman, AICTE Facebook Page:** My EmCee segment during ASMA Convention and Awards -2018, Pune featured in valedictory speech video upload of **Dr M P POONIA**
<https://www.facebook.com/drmppoonia/videos/222907641609211/?v=222907641609211>
- **MISSMALINI TV: Life story featured as “Girl Warrior”**-A Spotlight segment by Miss Malini Agarwal, Founder MissMalini.com and Forbes 50 Influencer
[#TheGirlTribe #MMGirlTribe #MissMaliniTV](#)
<https://www.youtube.com/watch?v=-FUCYvPkzkk>

The Girl Tribe | S01: Episode 7 | Chatting Up With Dia Mirza | MissMalini (12:56- 17:41 min) with 262,828 views as on 13 Sep, 2020

- **Published Article**

- i. **Saloni Sinha : “Storytelling your way to corporate success: Few simple steps to master the art”**, Hindustan Times E-Paper,
www.hindustantimes.com
<https://www.hindustantimes.com/education/storytelling-your-way-to-corporate-success-few-simple-steps-to-master-the-art/story-2JDqCgPnniH4zqRkhRheI.html>
- ii. **Saloni Sinha & Zaisha Chadha: “The Empathetic Lens to Your Marketing Visions”** (English), Customer Awaaz- a complete magazine for Indian Consumers (quarterly & bilingual), Pp 17-20, July-Sep 2020, Available here:
ISSUU: https://issuu.com/customerawaaz/docs/customerawaaz-vol5-iss1-final_28e762b3db1500
MAGZTER: <https://www.magzter.com/IN/CONSUMER-METRICS-INFORMATICS-PVT-LTD/CUSTOMERAWAAZ/News/>

- iii. **Saloni Sinha & Zaisha Chadha: “Aapke Marketing Vision Ke Liye Ek Nazariya Sahanubhutipurn”** (Hindi), Customer Awaaz- a complete magazine for Indian Consumers (quarterly & bilingual), Pp 26-27, Oct-Dec 2020,
(Hindi version of “The Empathetic Lens to Your Marketing Visions”)
 - iv. **Saloni Sinha- An interview on Storytelling with Mr Sankalp Kohli**, Author, entrepreneur, storyteller and TEDx speaker, BIMTECH Shodhgyan, Vol. 1, Issue 1 | July - December 2020, ISSN 2395-0617 (UPENG04328)
- **Forthcoming:**
 - i. **Saloni Sinha & Shreya Rakesh, “Redefining Marketing Strategies in Insurance Sector: Connecting in the time of Covid-19”**
(Submitted to Insurance Times -a practitioner journal)
 - ii. **Saloni Sinha, “An Interview On Importance Of Mentor-Mentee Relationship In Research”** with Dr Mohd. Rishad Faridi, Asso. Prof. Marketing, Prince Sattam Abdulahziz University, Kingdom of Saudi Arabia”, BIMTECH Shodhgyan, Vol. 2, Issue 1 | Jan - June 2021, ISSN 2395-0617 (UPENG04328)
 - **Book Review**
Saloni Sinha- “The Digital Tsunami” by Abhijit Bhaduri in BIMTECH Shodhgyan, Vol. 4, Issue 1 | Jan 2017, Pp 43-45 ISSN 2395-0617

FEATURED INTERVIEWS (invited guest)

- **“Baaton Baaton Mein” an InstaLive series by Rahul Khanna, Rahul Khanna’s Education Through Theatre, Directed by Arvind Gaur, Founder-Asmita Theatre Group**
<https://www.youtube.com/watch?v=Cg4EnxqUmKM>
A discussion on my Theatre initiatives for institute and community.
- **Opinion on Kutumb Devnagri on Bilingual Translation Software**
<https://kutumbh.devnagri.com/>
<https://www.facebook.com/watch/?v=1002637336606544>
My review of a bilingual translation platform
- **Opinion on Impact on Social Media at SIBM, Hyderabad International Conference**
<https://www.youtube.com/watch?v=DX4lyiKbLn0>
My views on impact of social media

VIDEOS

BIMTECH Channel <https://www.youtube.com/user/Thebimtech/videos>

- **FBLive/ Webinars** (IMS Learning, HitBullsEye.Com, BIMTECH, IIM-Bangalore)

IN CONVERSATION WITH SERIES

- **Mr Sankalp Kohli, TEDx speaker, Author, Entrepreneur**

"Storytelling: Striking the Right Chord"

<https://www.youtube.com/watch?v=yv9G5q5NKpo>

- **Dr Harivansh Chaturvedi, Director, BIMTECH**

"COVID-19: Impact on Indian Higher Education, Economy & Society"

<https://www.youtube.com/watch?v=EQm2FH2WUWI>

- Organised and **Moderated Panel Talk on "Mental Health Awareness: Making Communication Channels Robust"** in which noted **Panelists were Dr Atreyi Ganguli, National Professional Officer (Mental Health and Substance Abuse), World Health Organisation, Country Office for India and Mr Kamal Singh, CEO and Executive Director, UN Global Compact Network India. It was live streamed** from TEN NEWS Digital Studio on TEN NEWS NETWORK
- **Ms Helen Brand OBE, Chief Executive ACCA Global** –"Employability of Finance Professionals at ACCA"

KNOWLEDGE DISSEMINATION SERIES

- **BIMTECH YouTube Channel**

"TECHtalk" Series Part 1:

Cloud Computing with Prof Sanjiva Dubey, Head IT, BIMTECH

<https://www.youtube.com/watch?v=QI1h1QB0Ego>

- **ASMA TV Channel**

"SIMPLY SAID"- In conversation with series

Artificial Intelligence (A.I) and its utility in Insurance Sector-

Prof. Pratik Priyadarshi, (BIMTECH)

<https://www.youtube.com/watch?v=CiOotqNocw>

Insurtech Is the New Insurance Paradigm - Prof. Manoj Kumar Pandey (BIMTECH)

https://www.youtube.com/watch?v=lhhu_03CBGE

LITERARY PROFILE

HINDI POETRY

Amar Ujala Kavya Café “Smarika”

<https://www.amarujala.com/tags/kavya-cafe>

<https://www.facebook.com/AmarUjalaKavya/videos/510539713010942/>

ENGLISH POETRY

Storymirror.com

<https://storymirror.com/>

“SILENCE ka Shor” (On Nirbahaya And Asifa’s story)

<https://storymirror.com/read/english/poem/silence-ka-shor/nhbnni7p>

(Trending in Crime segment #1 for more than a year)

“THAT Unheard swishh...” (On domestic violence and dowry deaths)

<https://storymirror.com/read/english/poem/that-unheard-swishhh/2vxtr2r>

RECENT RESEARCH PUBLICATIONS

Published:

RESEARCH PAPERS

1. Faridi MR, Sinha Saloni et al (2020) Hindsight Thinking Met Waterloo For Thomas Cook Plc, Uk. Could Gartner Hype Cycle Have Been The Harbinger For Rescue?, Academy of Strategic Management Journal, Vol: 19 Issue: 6, 2020 (Scopus Q2)
2. Shukla, Sangeeta & Sinha, Saloni. (2017). Communicative sensitivity in palliative care: a case on the “Happiness Angels” of Rajbala Foundation. Emerald Emerging Markets Case Studies. 7. 1-20. 10.1108/EEMCS-05-2016-0063. (Scopus)
3. Dahal, Shanti & Sinha, Saloni. (2016). A Paradigm Shift in the Concept of Corporate Social Responsibility to Individual Social Responsibility- The Changing Trends. International Research Journal of Humanities, Engineering & Pharmaceutical Sciences. 2. 36-44. (UGC CARE listed)
4. Sinha, Saloni, Mohan, Shailendra & Nilu, Chaudhary. (2016). Characteristics Of Indian English: A Survey Paper For The Bilingual Translator. International Research Journal of Humanities, Engineering & Pharmaceutical Sciences 1. 31-37 (UGC CARE listed)

Journal Submission (under review)

- Wanda Cousar, Mary Katungo, Saloni Sinha: "Implementation of the "Sweet Spot": from Discourse to Community Engagement" in International Journal of Entrepreneurship and Innovation Management (IJEIM). (ABDC C-Category)

- Faridi, Mohd Rishad, Saloni Sinha: "Enigmatic Brothers' Uniquecorn Poised to be a Unicorn-A Case Study of Uneako"" for the Emerald Emerging Markets Case Studies special storybook issue.

Paper presentation at International Conference:

- Saloni Sinha Et Al: "An Exploratory Study of Advertising Appeals of Life and Health Insurance Advertisements of India" as a competitive paper at the "04th International Conference on Marketing, Technology, and Society" Organised by Indian Institute of Management Kozhikode, Kerala, India, held in December 2020
- Nidhi Phutela & Saloni Sinha: 'Role of Digital Influencers in Nurturing Budding Women Entrepreneurs: A Qualitative Study' as a competitive paper at the "04th International Conference on Marketing, Technology, and Society" Organised by Indian Institute of Management Kozhikode, Kerala, India, held in December 2020

Work in Progress (Global Funding)

- Mohammad Faridi & Saloni Sinha: "Will Massive Transformative Purpose (MTP) Moonshot Uneako to An Exponential Unicorn Organisation?" (Funded by Deanship of Scientific Research, Prince Abdulaziz Sattam University, Saudi Arabia)

MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES

- Management Development Programs on Communication Skills and Theatre for Banking, Finance and Insurance Network (BFIN), Nepal, Indian Institute of Insurance Surveyors and Loss Assessors (IISLA-IRDAI, GOI), Maharatnas and Navratnas of India (PSUs like NTPC, Power Grid, GAIL, NHPCL, NSPCL, BHEL, NEEPCO etc), Escosoft, Escotel, Honda etc.
- Capacity Building Workshop on Blended Learning for Department of Education at JAMIA MILLIA UNIVERSITY, Delhi.

ONLINE CERTIFICATION COURSES

- **Delivered**
 - **"Communicative Strategies in Digital Marketing"** Guest session in "Basics Life Insurance" –a 30 hr Certification by BIMTECH, Gr Noida
- **Upcoming**
 - **MASTERCLASS for Insurance Professionals (Hindi and English)** "Digital Marketing Communication", BIMTECH, Gr Noida

- **“Development Communication”** for CSR practitioners, BIMTECH Gr Noida

INNOVATION in CLASSROOM (Experiential Learning)

- **Introducing Service Learning** at GNIOT and BIMTECH, Gr Noida
- **Bringing Art in the classroom:** Non Verbal communication through the lost art of Urdu Storytelling form “Dastangoi”.
- **Theatre in Education** for Corporate Effectiveness, Social Change
- **Community Immersion Program - “India Meets Bharat”-Experiential Learning**
- **Theatre for Social Change** - Theatre Fest to promote SDGs, Short films for Life Skills Education Program
- **Omniglotzzz-** An Experiential Learning Intercultural Fest to enhance Cross cultural Chemistry
- **Theatre Elective “Corporate Effectiveness Through Theatre Techniques”** to enhance employability skills

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

- Member, ELTAI
- Life Member, Linguistic Society of India

SOCIAL ENGAGEMENT

- Trustee- Rajbala Foundation (a national Level NGO working in the area of health and education) 2010 onwards
 - “Project Titli” Revamping primary government schools at Adhira, Haryana
 - “Palliative Care communication” - Cancer Awareness sessions at Medanta etc.
 - “Project “Uljhan”, “Kashmakash”- Mental Health Counselling Centres and Community Radio programs
 - Part of several Panel Talks at Universities and localities
 - **Published Case**
Shukla, Sangeeta & Sinha, Saloni. (2017). Communicative sensitivity in palliative care: a case on the “Happiness Angels” of Rajbala Foundation. Emerald Emerging Markets Case Studies. 7. 1-20. 10.1108/EEMCS-05-2016-0063.
<https://www.emerald.com/insight/content/doi/10.1108/EEMCS-05-2016-0063/full/html>
- Advisor- Nectarland India, New Delhi an NGO dedicated towards Sanskrit Teaching and Learning, 2015-2016
 - Promoting innovative teaching and learning pedagogy for Sanskrit Language at schools

- Published English to Sanskrit Comic Phrasebook-I (successfully adopted by leading schools)
 - Coordinator- Project Protsahan Chiraiyya- Design and implement Life Skills Education for rural adolescent girls at Sansad Adarsh Gram, Neemka UP, India (2015-2016)
The biggest CSR project of BIMTECH which also won many awards.
 - Member- Miss Malini Girl Tribe- A Facebook Community initiated by famous blogger and Forbes top 50 Influencer Ms Malini Agarwal dedicated for Women Empowerment -2018 onwards
 - Life Member School of Hope and Missionaries of Charities, Jamshedpur
 - Founding Member- GNIOT CARES (Creating Aware and Responsible Engineers for Society) (Formerly known as Samvedna NGO), GNIOT, Gr Noida
-