

Sadhna Shrivastav

Sadhna Shrivastav was 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 curating International Year of Chopin in India)**
- **Art Karat Award for Excellence, 2019, among others.**
- **During the lockdown in 2020, she produced, directed and anchored her series "Kala Kahani" (streaming on facebook, Youtube and Instagram)**
- She has been consultant **ABU International Dance Festival, 2017**, for **Doordarshan**.
- She has been appointed as 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).
- Was Member, **Advisory Committee (documentation)**, Sangeet Natak Akademi.
- Member **film preview and selection committee** for the 44th international film festival of India (2013).
- She has Documented **traditions and rituals of Manipur**, both Vaisnavite and Pre-Vaisnavite
- 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.

EARLIER

- 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 FOUR 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.

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**.

The International Lifetime Achievement Award bestowed on her on 31 March 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.