

## **Sadhna Shrivastav**

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.

Sadhna's 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. 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 "Days of Poland in India", 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.

In 2009 she was sent to Brazil & Mexico by Sangeet Natak Akademi, ministry of culture, government of India, to plan and coordinate a **Festival of India** each country, based on recommendations of the Indian missions there, and to negotiate and firm up the festival with local partners.

At present she is coordinating the "Year of Chopin in India" observed globally by the Government of Poland.

With long years of hands on experience in the electronic media Sadhna has mastered the finer aspects of the medium as a **Director**. She was identified in 2009 as director for Government of India's film on Chhau, for **UNESCO's** Intangible Cultural Heritage Scheme. As a result Chhau has been inscribed by UNESCO as "**Masterpiece of Intangible Cultural Heritage**".

Her other major works include direction of the pioneering and much acclaimed weekly current affairs magazine "**North East File**" for Doordarshan and DD-CNNI, Saundarya Lahari a five episode serial on Jaidev's Gitagovindam, and "Mystics and Saint" Poets of India.

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, Sadhna has not missed out on any opportunity to project the image of the nation, its rich traditional cultural heritage and its very vibrant and varied aspects thorough her public interaction on stage or off it in different capacities.

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, like the new website for the Indian Council for Cultural Relations [www.iccrindia.net](http://www.iccrindia.net)

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, is an acknowledgement of her perseverance and dedication to the cause of cultural and creative vocation.

It would not be out of place to mention that she has essayed the role of no less than a cultural ambassador consistently to make a niche for herself that is a cut above the rest.

Yet her enthusiasm is focused singularly on “Sadhna” of the virtual medium of the arts and media, the joy of which reflects in her very being.