

ENTERTAINMENT & MEDIA - DELHI



**WOMEN'S INDIAN CHAMBER
OF COMMERCE AND INDUSTRY**
www.wicci.in

Council Vision & Mission

The media and entertainment council is an important faction of WICCI. Our sector is not only influential in ways the other industries are not. According to latest figures the growth rate of the Indian Media and Entertainment industry has been astonishing (12% CAGR). The government accorded “industry” status to our industry in the last decade and the growth and vibrancy since then has reached sky high levels each year. Of course, we at the WICCI Media and Entertainment council wish to emphasise the role of women in this growth and to highlight the many issues women still face. Myriad of issues such as development of strategies for women’s participation in Television, film, digital media and even gaming must be addressed. Additionally, fund raising, female brand building and networking opportunities will be discussed and seen through. The Indian Media and Entertainment (M&E) sector is expected to grow by 25% in 2021 and is expected to reach INR 1.73 trillion (US\$23.7 billion) according to the FICCI-EY report, and we at the WICCI media and entertainment council must ensure that women are a part of this growth.

Council Vision & Mission

Vision: To facilitate and enable India's Entertainment and Media industry, with women as key enablers, to be one of the pivot's that would effectively advance our business and strategic interests worldwide while helping India achieve its 5 trillion-dollar vision.

Mission: Encourage, boost and promote women's entrepreneurship and businesses in the media & Entertainment Industry to become key enablers and influencers in Policy making through greater involvement with government, institutions, global trade and networks.

*Welcoming
Council Members to
WICCI*

*President and
Nominated Council
Members*

Mrs. ARTI KATARIA

PRESIDENT, ENTERTAINMENT & MEDIA COUNCIL
WICCI

Arti has a diverse array of passions, interests and educational qualifications. She has a Bachelors degree in Commerce, a Masters in Economics and an advanced diploma in education from Cambridge University. After completing her education, she spent over two decades in teaching in various fields both at the school and collegiate levels, the last decade in leadership roles in various prestigious educational institutions and International schools. She has been the founder principal of 3 International/Public Schools.

After her stint in the education, Arti gravitated to the media industry. She co-founded an animation production studio, Tavrohi Animations in 2017 and later a film production company, Script to Screen Films with a vision to creating world class content IP. She is the Managing Director of both the companies and oversees the production of content for both the companies.

Her passion is painting especially Stain Glass Painting in which she excels. Several exhibitions held all over the country have displayed her artwork, and the walls of the studios are adorned with some of these works.



MS. LORRAINE FIONA ALOYSIUS

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Lorraine loves music and, in fact, enjoys teaching singing and musical instruments. Likewise, she actively promotes the rich heritage of Music & Arts and lives in Gurugram.

She first started playing the piano from the age of 8 and now has a great passion for music and the performing arts. She is now the Creative Director of Lorraine Music Academy and also the Founder Trustee of the LAMP Trust.

Lorraine is a Licentiate of the Trinity College of London - UK (Pianoforte). She is also a Masters in Banking & Finance.

Lorraine was awarded the coveted “KARMAVEER PURASKAAR” (2012) conferred to her by iCONGO - International Confederation Of Non-Government Organizations.



MRS JYOTI DEOPA RAUTELA

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Co-founder of Prismart Productions, a futuristic expert on Virtual and Augmented Reality and Animation, happy go lucky Jyoti is a lot of things with a motto 'enjoy and improve'.

Jyoti was a meritorious student since her childhood and obtained her B.Tech and M.B.A with flying colors. She was the president of the college student body. There she vigorously pursued many social and charity activities.

With a motto of redefining education in India, Jyoti supported her brother Deepak Deopa to found Prismart in 2010. Now Prismart has introduced a large number of evolutionary products and services in the world of Media, entertainment, education and learning.



MS. JIGYASA AGARWAL

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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An experienced journalist who has also delved in Communication strategy, Communication marketing, Public Policy, International Relations, Policy Advocacy, Social Media Marketing, Story Writing, Public Relations, Geopolitics, Copywriting, Brand Communication, Brand management.

Jigyasa has completed her internships as content producer, content manager, content editor, content developer, reporter and a desk writer. Has an experience in interviewing people and covering wide range of stories. Political and apolitical.



MS. NEHA KUMAR

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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A highly driven individual with 7 plus years of experience in Project Management, Brand Communication and Advertising. Currently working with DEN Networks, a part of Reliance Industries as Senior Manager – Advertising and Brand Management and directly reporting to the CMO.

As a detailed and focused individual, she has had control over the Brand communication & Advertising all throughout her career.



MS. BHAWNA CHAUHAN

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Bhavna is a young graphics designer with experience in branding, marketing, and social media graphics. Skilled at various digital tools and software she is very adept at sketching and hand drawing as well.

She is a Creative and innovative Graphic Designer skilled in a variety of designing solutions including print design, Adobe Photoshop, marketing material creation.



MS. AROHI KATARIA

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Arohi Kataria is a typical millennial girl, but so much more. She is internet savvy, excellent with gadgets and has a keen interest in new trends both in the digital and real world. She is a blogger and enjoys interacting with the world on the blogging platform. She also happens to be a keen and excellent golfer—already playing on the national circuit and keen to compete on the International circuit in the near future..

Swinging the golf club took time, patience and perseverance but it comes easy to her now. Apart from this Arohi wants to pursue filmmaking and practices scriptwriting in her free time. Golf – she says is a way of life and makes you not only disciplined but a very positive human being who weighs each options very meticulously.



MS. SUMITA SAKSENA

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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A singer, presenter, RJ with AIR and Radio Noida 107.4 fm who recently got into Acting in Films and web series. Composing music and singing has been her passion from childhood and she has composed songs for web series.

A voice content professional for various TV channels and other platforms, she manages her own multi media studio. She is also working as a content manager with an animation company. A true multi-faceted professional from the media & Entertainment Industry.



MS. SOUMYA CHATURVEDI

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Soumya is a savvy Content Writer and Graphics designer with interests in Dance and Public speaking would be a great addition to the council representing youth and generation X.

Innovative Graphic Designer skilled in a variety of designing solutions including print design, Adobe Photoshop, marketing material creation. With a keen eye for detail and strong conceptualization skills allows her to see all aspects of a project from beginning to end.



MS. RIYA TYAGI

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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A digital media savvy content writer who is absolutely delighted and enthusiastic to be the part of a community that is eager to bring about the change in the vision of our community.

She is a young enthusiast and a tireless seeker of knowledge with a broad skill set covering the important facets in the mass communication space. Knowledgeable about digital media and able to capture, write and edit pieces for online and print consumption. Experienced in Content Writing, Public Relations and Social Media Management.



MS. PARAMJIT KAUR

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Paramjit Kaur is the head of content curation at the Discovery Network (Asia Pacific). To have reached such a mighty position Ms Kaur has had extensive experiences in everything from content acquisition and content operations to Program management and Team building.

As a detailed and focused individual she has had control over the business operations and development all throughout her career. A talented programmer with an inborn passion towards creativity she understands audiences needs and expectations.

Paramjit has represented India in international forums and has an extensive knowledge of international markets gained through her collaboration with clients all over the world. She is also skilled in creating and launching channels and her role in overseeing the programming function at discovery has been immensely important both to her personally and to the company.



MS. PRIYANKA BARUA

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Priyanka Barua is currently associated with Z1 Media in Publisher Partnerships for VDO.AI based out of Gurgaon. She got the opportunity of working closely with Ministry of External Affairs, Ministry of Tourism, Mercedes Benz India, The Oberoi Group, FOX Groups Network, Middle East, Indian Steel Association, American Express, IPE Global, Wolters Kluwer, etc.



MS. AAKRITI GUPTA

COUNCIL MEMBER, ENTERTAINMENT & MEDIA COUNCIL
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Passionate about the dynamic digital space and its culture of bringing people together through content and storytelling, Aakriti is currently a professional luxury brand marketer.

An economics major at Kirori Mal College turned into a fashion management student at NIFT Delhi, she is currently the manager of brand communication for an international fine jewellery label. Aakriti graduated in 2020 with an award for Best Graduation Project at NIFT, Delhi. She is also a youth member for the VisioNxt project - a first of its kind trend forecasting model for India under the Ministry of Textiles.

Aakriti believes in fashion as a driver for change and growth in every industry. A strong advocate for self-expression and individuality, she has worked with niche brands which focus on being authentic. Apart from her professional laurels, she likes to read, write, and post about books on Instagram at [@aacritic](https://www.instagram.com/aacritic). Intrigued by consumer mindset trends and fuelled by her creative disposition, she is on the search for the sweet spot between academia and creativity



SUPPORTED BY

WICCI is supported by the massive global networks of ALL Ladies League (ALL), Women Economic Forum (WEF), and SHEconomy.

ALL is a movement of 'Sisters Beyond Borders.'

WEF is a platform for 'Business Beyond Borders.' SHEconomy is e-commerce for women worldwide in Goods & Services for 'Commerce Beyond Borders'



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Albania, Angola, Armenia, Argentina, Australia, Azerbaijan, Bangladesh, Brazil, Burundi, Cameroon, Canada, Chad, China, Costa Rica, Croatia, Cyprus, Czech Republic, Colombia, Ecuador, Egypt, Ghana, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Italy, Israel, Ireland, Japan, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Luxembourg, Malawi, Malaysia, Mexico, Moldova, Monaco, Montenegro, Morocco, Mozambique, Malta, Netherlands, Nigeria, Nepal, New Zealand, North Macedonia, Norway, Paraguay, Portugal, Peru, Puerto Rico, Philippines, Qatar, Romania, Russia, Rwanda, Serbia, Singapore, Slovenia, Spain, South Africa, South Korea, Suriname, Sweden, Switzerland, Syria, Tunisia, Turkey, Uganda, Ukraine, UK, Uruguay, Venezuela, Vietnam, Virgin Islands (US), UAE, USA, Uzbekistan, Zimbabwe.

This is a heady mix of filmmakers, performing artists, journalist, digital media professional, we are also currently speaking to a Radio Jockey, a few more accomplished animation and live action film makers, script writers to add to the flavour and richness of our council.

