

## SHOBHANA BHARTIA

Co-chairperson, IUFP

### Member of Parliament

#### Nominated

Ms. Bhartia is a member of the Rajya Sabha. Currently, she serves on important parliamentary committees including the Standing Committee on Defence, the Consultative Committee on External Affairs, and the Committee on Women Empowerment.

Presently, Ms. Bhartia is the Vice-Chairperson and Editorial Director of HT Media Group, India's largest listed media company, a part of the country's illustrious Birla Group with interests in diversified areas. Diversifying the company into new media platforms, Ms. Bhartia has been instrumental in the expansion of the company's media horizons and footprint across the country – from a single product to a multi-edition daily. As a result of her efforts the company won several awards in – Journalism, Photography and for Printing – at the IFRA Print Asia held in Manila in 2007.

Ms Bhartia has pioneered the strategy fundamental to the company's rapid growth – diversity as a focus, quality as a cutting edge, global benchmarking and partnering as a medium to create robust brands. Leading brands of HT media include, '*The Hindustan Times*' second largest daily in India, '*Hindustan*' Hindi language daily, '*Mint*' India's first compact business newspaper in partnership with '*The Wall Street Journal*', and '*Fever 104*' FM Radio channels in major metros across India in partnership with Virgin Radio.

Ms. Bhartia is also Member, Board of Governors, Birla Institute of Technology & Science (BITS); Jawaharlal Nehru University (JNU); and the National Institute of Fashion Technology (NIFT). She is also a member of the Governing Council of the National Institute of Design (NID), and is Alliance of Civilizations Ambassador appointed by the Secretary-General of the United Nations Alliance of Civilizations.

Previously, Ms. Bhartia has served as the Chairperson of the Audit Bureau of Circulation (ABC), and the Press Trust of India (PTI), India's largest news agency co-operatively owned by leading newspapers. She was also a member of the Board of Directors of the Indian Airlines.

Recipient of the country's highest National Civilian Award "*Padma Shree*" conferred by the President of India in 2006, Ms Bhartia has also been awarded the "*Global Leader of Tomorrow*" award by the World Economic Forum, Davos in 1996, "*Entrepreneur of the Year*" award by Ernst & Young in 2005, and the "*Businesswoman of the Year*" award by *The Economic Times* in 2007.