

Mayank Saravagi

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SUMMARY

Results-driven professional with **10 years of experience**, including **7.6 years in the government sector specializing** in communication and knowledge management. Expertise in **urban planning & management, innovation, and policy implementation**, having worked **6+ years** with the **Smart Cities Mission** (Ministry of Housing and Urban Affairs) and **1.6 years** with the **Swachh Bharat Mission - Rural** (Ministry of Jal Shakti). Recognized as one of the **30 India Smart Cities Fellows**. Adept at managing high-pressure projects with tight deadlines and effectively coordinating with stakeholders at national, state, and district levels to drive impactful initiatives.



Expertise/Strength

- Program & Project management
- Rural Sanitation & WASH
- Capacity Building
- Outreach and Communication
- E Knowledge Products
- Managing GoI Initiatives
- Creating Guidelines and Policies
- Digital Marketing
- Monitoring & Evaluation of missions

PROFESSIONAL EXPERIENCE (10 years)

Deloitte Touche Tohmatsu Limited | Senior Consultant - Communication Specialist Sept 2024 - Present

- Part of the Smart Cities Mission Management Unit, working with **17 cities** to oversee the **implementation and progress** monitoring of the mission.
- Conceptualized and developed an **e-course on Municipal Finance** for the **World Bank**, set to be hosted on the **iGOT Karmayogi platform**.
- Leading **five high-impact assessment studies** in collaboration with India's premier institutes under the Sameeksha Series, with **four studies successfully launched**.
- Created concept papers, talking points, presentations, press releases, and other high-level communication materials to support the mission's objectives.
- Managed **communications and outreach strategies** for the **Smart Cities Mission**, including: Social media engagement and official website content management.
- Development of knowledge products, such as best practices **compendiums and documentary films**, to showcase impactful learnings.

NIUA | Ministry of Housing and Urban Affairs | Lead - Capacity Building & Outreach Jan 2019 - Aug 2024

- Contributed to **data-driven governance, citizen led initiatives, capacity building of city officials and outreach** efforts for knowledge dissemination under the Smart Cities Mission.
- As a **program lead, orchestrated, reviewed and oversaw** the daily operations, outreach efforts, and monitoring of diverse citizen-oriented initiatives, such as the Nurturing Neighbourhoods Challenge, Placemaking Marathon, India Cycles4Change, and Streets4People. These initiatives positively impacted the **lives of millions** across **100+ cities**.
- Enhanced the capacity of **80+ city data officers** in **data-driven decision-making**. An e-course is available on **National Urban Learning Platform**.
- Provided **hands-on support to 6 smart cities** to establish and enhance usability of Integrated Command and Control Centres (ICCC).
- Designed and executed an **ICCC mentorship program** involving **12 mentors**, benefiting **24 smart cities** in improving the functionality of their ICCC systems.
- Developed the framework for **ICCC Business Plan**. Guided cities and compiled data from **100 smart cities**.
- Conceptualised, developed, created RFP and implemented **Urban Outcome Framework 2022**, that enables sharing of data across **14 sectors**, on **400+ parameters** for **200+ cities**, on the **AMPLIFI** platform.
- Worked on **City Innovation Exchange Platform** to connect **startups** with cities.
- Organized and managed **11 national conferences, 4 workshops, 8 webinars, and panel discussions, providing training and capacity-building** for city officials in smart cities. Oversaw event & exhibition design, branding, agenda creation, speaker selection, knowledge product curation, and overall **event management and execution**.
- **Co-authored 6+** comprehensive compendium/knowledge products showcasing accomplishments under the Smart Cities Mission.
- **Developed two E courses** on iGot Karmayogi platform. Managed **communications and outreach efforts in SCM**.

India Smart Cities Fellow

- Developed a **national advisory toolkit** for citizen engagement for 100 Indian smart cities.
- **Implemented 14 online and offline citizen engagement activities** on behalf of Chandigarh Smart City Limited to engage more than 20,000 citizens in actively building their local community.
- Conducted **research and provided policy insights** on labour, migration, and dynamic urban planning for government stakeholders.
- Created **content, designed fellowship brochures, websites, and managed social media** updates for 12+ months.

- **WASH Consultant** with Ministry of Jal Shakti - provided **coordination, management and, monitoring support** to the Bulandshahr (UP) district administration for effective implementation of **SBM (Rural)**.
- Responsible for providing **sanitation facilities to every household** in **1176 villages**.
- Conducted **6 community-led total sanitation workshops** for **900** village volunteers; conducted **2** workshops with district officials and village volunteers on menstrual hygiene management.
- Developed a **12 month long capacity building plan** for **42** district officials and **IEC strategy** for the district.
- Worked on **ODF+, and SLWM** for **34** villages and set up the first **SLWM-FSTP** plant in Bulandshahr in 2018.
- Supported the **implementation of SBM(G) & various IEC activities** at the district level.

Genotypic Technology, Bengaluru | Corporate Communication Executive - BDU

Nov 2013 - Jul 2015

- **Communication strategist**, developed a **comprehensive communication plan** through stakeholder engagement to **lead internal and external communication** for the marketing vertical, resulting in generating **70+ sales leads per week** for Global and India Business Units.
- **Produced** eight monthly **creative write-ups** for corporate collaterals and **developed content** for the website, digital marketing, social media, brochure, branding materials, press releases, and three monthly email campaigns.
- Responsibilities also included **managing and coordinating with over 30 stakeholders** from diverse departments, such as business development, lab, and analysis teams.
- **Organized** five internal events, two client-led seminars, one international conference, two national conferences, and multiple webinars.

IBM India Pvt Ltd, Bengaluru | Technical Support Associate

Jul 2011 - Dec 2011

- **Supported operational solutions** for issues (system functioning, network, hardware, and software faults) raised by the client (Diageo PLC).
- Provided daily inputs on **database management** and **created analysis reports** on the same.
- Interfaced with Asia-Pacific and Europe, Middle East, and Africa stakeholders of Diageo PLC clients.

EDUCATION

CEPT University, Ahmedabad	Masters of Urban Management	2.9/4.33 CGPA	2015-2017
SRM University, Chennai	B.Tech- Biotechnology	7.9/10 CGPA	2007-2011
Seth M.R. Jaipuria School, Lucknow	ISC	85%	2006-2007
Seth M.R. Jaipuria School, Lucknow	ICSE	80%	2004-2005

TECHNICAL SKILLS

Microsoft Office | Statistics | Microsoft Project | Management Information System | Website Development | Dashboard Creation | Adobe Creative Suite |

ACHIEVEMENTS

- Won the **Digital India Award 2022** (Platinum Category) and the **Global Smart Cities Award** in the Innovation category at FIRA Barcelona: World Smart Cities Expo as part of the Smart Cities Mission data team.
- Successfully completed three months of **Anubhav Lecture Series** with the **University of Chicago**.
- Received the **Distinguished Student Award** for the years 2015-17 and the **Academic Excellence and Best Studio** awards for II semester at CEPT University.
- Served as the **President and Cultural Secretary** of the Student Executive Council at CEPT University and worked as an **IT Assistant** at the computer lab.
- Received the '**A**' **Certificate in NCC junior level**, won the first prize in violin competition at the school level, and thrice won the first prize during the dance competition at SRM University (2007-11).
- Effectively coordinated multiple programs, community activities and events, actively volunteering for the Art of Living.

PUBLICATIONS

- Is your neighbourhood working for young children and their caregivers? <https://egov.eletsonline.com/2021/08/is-your-neighbourhood-working-for-young-children-and-their-caregivers/>
- Banerjee, S., Bhattacharya, N., & Saravagi, M. (2021). "Enhancing Participation for Inclusive Cities". Smart Cities and Smart Communities: Springer series on "Smart Innovation, Systems and Technologies." ISSN: 2190-3018
- India Cycles4Change and Streets4People compendium: <https://bit.ly/3vuIAnv>
- [Nurturing Neighbourhoods Challenge: Stories from the field](#)
- [SheRISES - Towards Gender Transformation of Indian Cities](#)

PERSONAL INTERESTS : Violinist, swimmer, dancer, painter, theatre artist, traveller, and meditator.

LANGUAGE : English, Hindi

I certify that all the information provided above is accurate and true to the best of my knowledge | 30 Jan 2025