



Nitisha Agrawal

Founder & Director - **Smokeless Cookstove Revolution**

Founder - **'Children of Tribe'**

Nitisha has over 17 years of experience in retail brand communications, public relations, business development and social media marketing with brands like Volkswagen, Skoda, Marico and Lintas. But her love for the mountains and outdoor adventures lured her to a chance interaction with an Australian scientist, Russell Collins (Founder of Himalayan Rocket Stove) and she quit her corporate life at Volkswagen and found inspiration to start her own NGO Smokeless Cookstove Foundation (SCF) under his guidance www.smokelesscookstovefoundation.org. This NGO conducts training programmes in the skill of making zero cost smokeless cook stoves for below poverty line, migrant and tribal communities around India and within a short span of time,

Nitisha and her team has reached out to over 800 homes through this work.

During her corporate stint, Nitisha has led several successful projects for the companies she has been associated with. She was instrumental in the relaunch of iconic Beetle and the Skoda Octavia on Indian shores. She has been a core member of the Business Development team at prestigious Lowe Lintas. While working at the leading FMCG conglomerate in India Marico, she was a critical part of the start-up team by heading communications, which set up the successful skin care brand – Kaya Skin Clinic.

After having worked in the corporate sector for almost 9 years, she felt an urge to create a parallel experience in social sector. The objective of this transition was to learn about the development sector and social impact programmes. Hence she spent a few months learning and understanding about a completely different world of Indian craft and creating market linkages for various artisan groups across India through ICICI Foundation's handicrafts project. But she went back to the corporate world to lead the communications mandate at Skoda Auto India and then at Volkswagen India and finally quit the corporate life in 2016 to start Smokeless Cookstove Foundation.

To bring academic relevance in her work, she has studied Sustainable Development and Solutions from Columbia University, Earth Institute. And is currently pursuing a certification programme in Education in Sustainable Development from United Nations, Earth Charter International in collaboration with Peace University, Costa Rica.

She has also started 'Children of Tribe' <https://www.facebook.com/childrenoftribe/> an outdoor learning experience and introduction to sustainable solutions for young city kids based on the ideology of Nature as a third parent.

While in her role as a Director for SCF, she continues to draw inspiration from different communities by supporting two Mumbai based NGOs – Access Life & Apnalaya by consulting them on branding, social media and business development strategies.

Her current journey is to further develop this area of work through solutions based approach for sustainable impact in the rural sector and communities by utilizing her long-standing experience in the field of communications, marketing, social media, content development, business development and networking.

Avid trekker but based in Mumbai, she has her bags packed all the time and while on various assignments for her Foundation, she loves taking pictures and writing about her experiences in form of travelogues. Her digitally published articles can be found on www.travelpurist.com:

<http://www.travelpurist.com/spotting-the-snow-leopard-in-ladakh/>

<http://www.travelpurist.com/tribal-rhythm-korkus-khandwa/>

Apart from her work in sustainability, she spends time dancing Salsa and Contemporary Jazz along with her daughter.

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