

## **AJAZ RASHID**

### **Social Entrepreneur | CSR Leader | Development Sector Strategist**

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### **PROFILE SUMMARY**

Dynamic social entrepreneur and senior executive with over 30 years' cross-sectoral experience spanning media, non-profit, and development sectors. Proven track record in fundraising, strategic management, and the implementation of high-impact CSR and social innovation initiatives. Expertise in leading multi-stakeholder programs focused on inclusive growth, environmental sustainability, disability inclusion, community health, and education advocacy at both national and grassroots levels.

### **PROFESSIONAL EXPERIENCE**

#### **EcoSikh**

*CSR Head & Head, Fundraising, Donations, and Grants (Jan 2024 – Present)*

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- Lead global fundraising and grant management for EcoSikh, a faith-based climate action platform established through a UNDP–ARC initiative.
- Enabled the plantation of over 800,000 native trees, creation of 1,300+ Guru Nanak Sacred Forests, Eco Amritsar, Green Gurdwaras, the “Lungs of Ludhiana” environmental project, and multiple community-led conservation efforts.

#### **Binary Communication Pvt. Ltd.**

*Head, CSR & Strategic Marketing (Aug 2024 – Present)*

- Spearheading CSR and media strategy for the development sector, providing integrated communications solutions for social impact initiatives.

## **DEAL Foundation**

*CSR Head (Oct 2022 – July 2024)*

- Directed disability inclusion and gender empowerment programs across seven taluks in North Karnataka, benefiting 3,000+ persons with disabilities and 1,000+ women.
- Oversaw implementation of livelihood surveys, skills training, family visioning, and creation of seven Arambha Swaudyoga Kendra (ASK) entrepreneurship centers.
- Facilitated the formation of 800 Joint Liability/ Self-Help Groups, three Farmer Producer Companies, and two cooperative societies.
- Established robust bank, financial, and digital platform linkages (including onboarding with Jeevan Kart) for beneficiaries.

## **Mahita**

*CSR Head (2020 – Present)*

- Led large-scale interventions for child labor and marriage prevention, education, and health equity in tribal and rural Telangana.
- Achievements include:
  - 300 villages declared child-labor free; 80,000 children rescued and enrolled in schools.
  - 60,000+ youth trained in employable skills; 200+ child marriages prevented; major digital literacy initiatives for 20,000+ girls.
  - Oversaw campaigns and policy advocacy in partnership with over 650 CSOs, impacting 1,128 mandals.
  - Coordinated COVID-19 relief, benefiting 12,000+ individuals; facilitated major upgrades in school sanitation and girl-friendly infrastructure across 80 schools.
- Managed funding relationships with reputed agencies including Microsoft, UNICEF, CRY, Rajiv Gandhi Foundation, Aga Khan Foundation, and others.

## **Gauri Kaul Foundation**

*Co-founder & CEO (Sept 2020 – Sept 2022)*

- Launched specialized heart screening initiatives in 13 districts nationwide and established the first state-of-the-art heart center in Kashmir.
- Partnered with ONGC and IOCL for heart centers in South Kashmir and border areas, delivering care to over 6,000 patients.
- Initiated the “No Heart Attack Mission 2025,” engaging 600+ cardiac patients and 1,500+ healthcare professionals.

## **Ummeed Foundation**

*Chief Operating Officer (Sept 2018 – Aug 2020)*

- Directed healthcare, disability inclusion, skill development, digital literacy, and tribal welfare programs, including major projects funded by IRCON, the Azim Premji Foundation, and Tech Mahindra.
- Introduced digital language labs, menstrual health initiatives, geriatric care, and community library projects in Maharashtra and J&K.

## **Accura Polytech Pvt. Ltd.**

*Vice-President, Projects (Sept 2018 – Present)*

- Managed national bio-toilet, affordable uPVC housing, railway, and institutional infrastructure projects.

## **Goonj**

*Team Leader, Maharashtra & J&K (Sept 2014 – Aug 2018)*

- Led flood relief and community development programs post-2014 floods in Maharashtra and J&K.

## **iWatch Foundation**

*Director of Operations (June 2012 – Aug 2014)*

- Produced “Transforming India” yearbook; scaled CSR and NGO social innovation projects nationwide.

## **Momenta Global (US/Middle East)**

*Creative Head, Media (2006 – 2014)*

- Directed 150+ hours of professional video, 300 audio pieces, and produced an archive of over 150,000 high-resolution images.

## **Riverbank Studios**

*Creative Head & Executive Producer (1993 – 2006)*

- Produced award-winning environmental documentaries, including “Shore of Silence” (Green Oscar winner).
- Managed international co-productions, radio, and television campaigns with a specific focus on conflict zones and marginalized populations.

## **EDUCATION**

- **M.A. in Mass Communication**, University of Kashmir, 1993

## **AFFILIATIONS**

- Member, Indian Motion Pictures Producers Association, Mumbai
- Member, The Film Writers Association, Mumbai

## **KEY INTERESTS**

- Social entrepreneurship in education, healthcare, and community-driven development.
- Media for social change and policy advocacy.

*References and detailed project portfolios available upon request.*