

Riddhima is a Communications Associate with The Council's Outreach Team. She looks at event management and provides support in driving brand partnerships and media engagements to build greater visibility for the organisation.

Prior to joining The Council, she worked with The PRactice as a Client Operations Lead where she handled public relations for a variety of clients in the Social Innovation sector, such as Elton John AIDS Foundation (Safe Masti – a behavioural change campaign), Smile Train, Omidyar Network, Tata Centre for Development among others. Her key responsibilities included strategic planning, strategic media relations, digital engagement, content creation, crisis communication, influencer engagement, and event management.

She has been a communications intern at Weber Shandwick and Pratham. She enjoys volunteering and has volunteered at Aanchal Special School and National Association for the Blind.

Riddhima holds a Master's degree in Communication Management with a specialisation in Public Relations from Symbiosis School of Media and Communication, Bengaluru, and an undergraduate degree in Commerce from the University of Delhi.