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*Selected writing and design samples demonstrating experience in feminist communications, digital advocacy,
and social-impact storytelling.*

TABLE OF CONTENTS

1. *Pratham Education Foundation – Communication Campaign on Women’s Entrepreneurship, Social Media Visuals*
3. *Infographics & publications designed at Gateway House*
4. *Pedagogic Design – Course Design & Research: The History of Ideas*
5. *Writing Samples & Research*

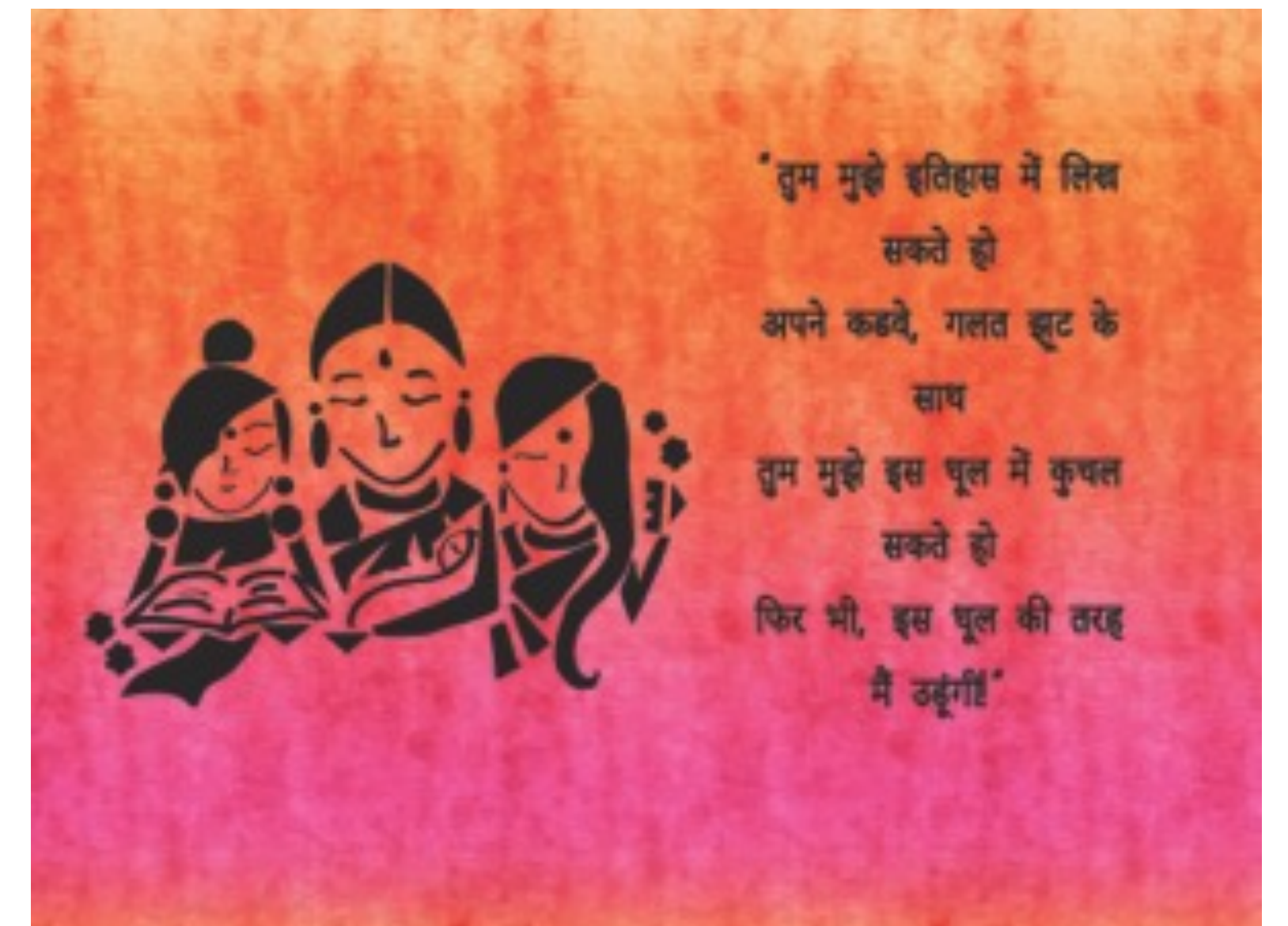
1: Pratima Beauty Programme with the Pratham Education Foundation



The Pratima Beauty Programme was conceived as both a vocational training initiative and a vehicle for social transformation. Grounded in brand research, the design process paid careful attention to aesthetics that would resonate with women in Mumbai's urban slums: bold, legible typefaces, warm yet aspirational colour palettes, and imagery reflecting dignity and independence. This deliberate visual identity sought to move beyond stereotypes.

A key extension of the programme was the design of a mobile Health Check Van that travelled to remote geographies such as Jharkhand and villages in Himachal Pradesh. The van functioned as both a healthcare hub and a cultural space—offering workshops on women's health, distributing free sanitary products, and displaying translated verses of Maya Angelou's poetry translated to Hindi, affirming the universality of women's resilience. By embedding literature within public health outreach, the van bridged practical service with symbolic affirmation, making health literacy an entry point into broader conversations on rights and dignity.

This programme demonstrated how vocational training, design research, and cultural expression can converge into a model of feminist entrepreneurship rooted in accessibility and creativity.



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This approach shifted how women in the community saw themselves – not as trainees in need, but as entrepreneurs with dignity. The programme was later referenced in local women's collectives as a model for combining vocational skills with cultural affirmation. Campaign materials were also used by field trainers as part of the mobilisation teams, across states to advocate for women's rights to independent livelihoods.

2: Skill Sakhis Social Media Campaign



Objective: Skill Sakhis was developed as a narrative-driven social media campaign under the Pratham Institute’s vocational skilling initiatives. It sought to amplify the voices of women whose lives had been transformed through training and entrepreneurial support. The campaign documented “success stories” across sectors—from beauty and tailoring to healthcare and automotive—foregrounding women’s agency rather than portraying them as passive beneficiaries.

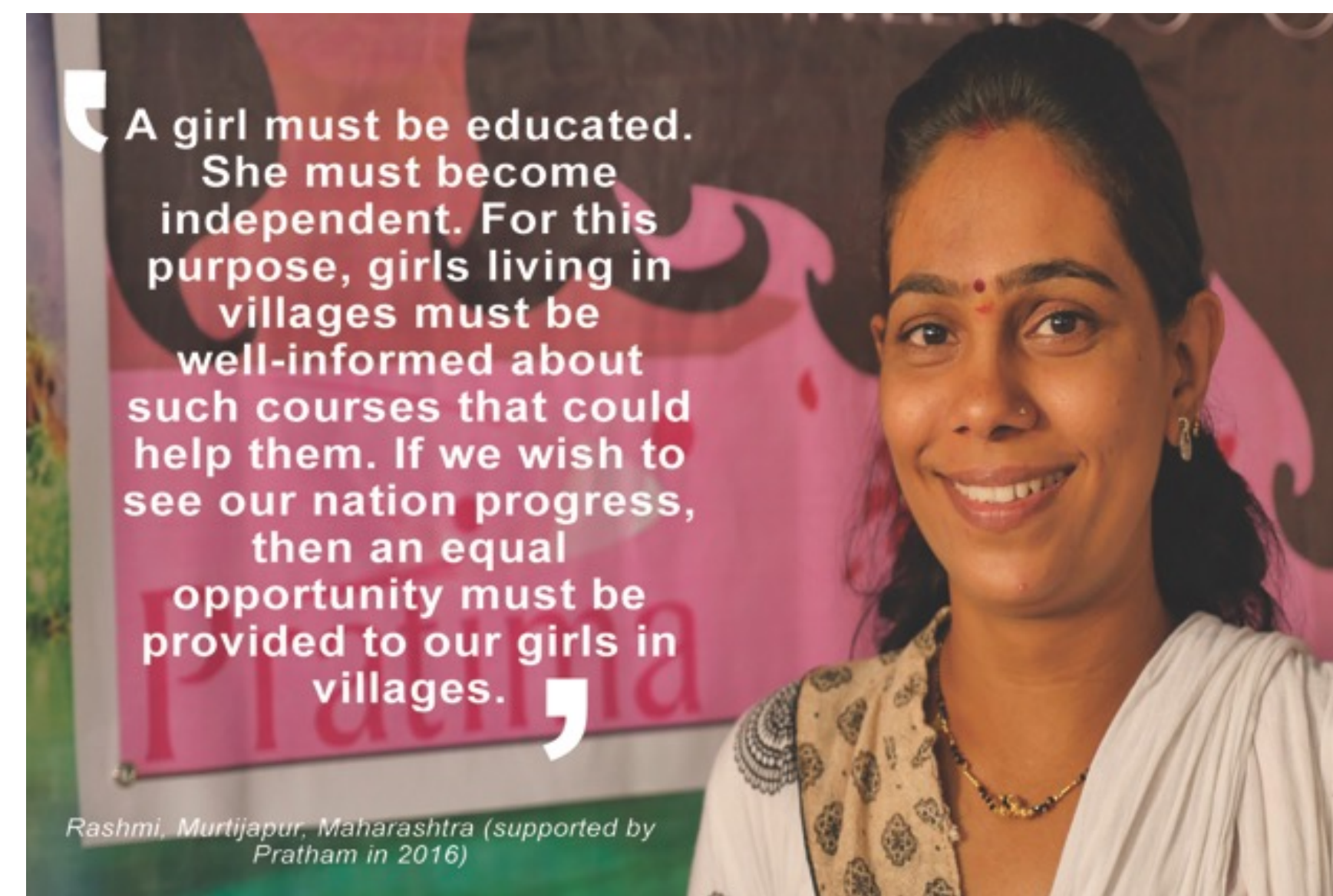
Each post combined portrait photography with concise yet powerful testimonials, reinforcing relatability while inspiring donor and volunteer engagement. Rashmika’s story, for instance, underscored how access to vocational education enabled her to advocate for girls’ right to independence and learning. By curating these stories across platforms, Skill Sakhis positioned women not only as recipients of training but as advocates and leaders within their communities.

The campaign exemplified digital advocacy by transforming programmatic data into compelling human stories that traveled across audiences, bridging grassroots realities with urban and international publics.

“ You might be wondering how does a 22 year old girl from a poor family have the confidence to live and earn on her own, in a foreign country? This was all possible thanks to Pratham! ”



“ I hear and I forget.
I see and I remember.
I do and I understand.”



“ A girl must be educated.
She must become independent. For this purpose, girls living in villages must be well-informed about such courses that could help them. If we wish to see our nation progress, then an equal opportunity must be provided to our girls in villages. ”

Rashmi, Murtijapur, Maharashtra (supported by Pratham in 2016)

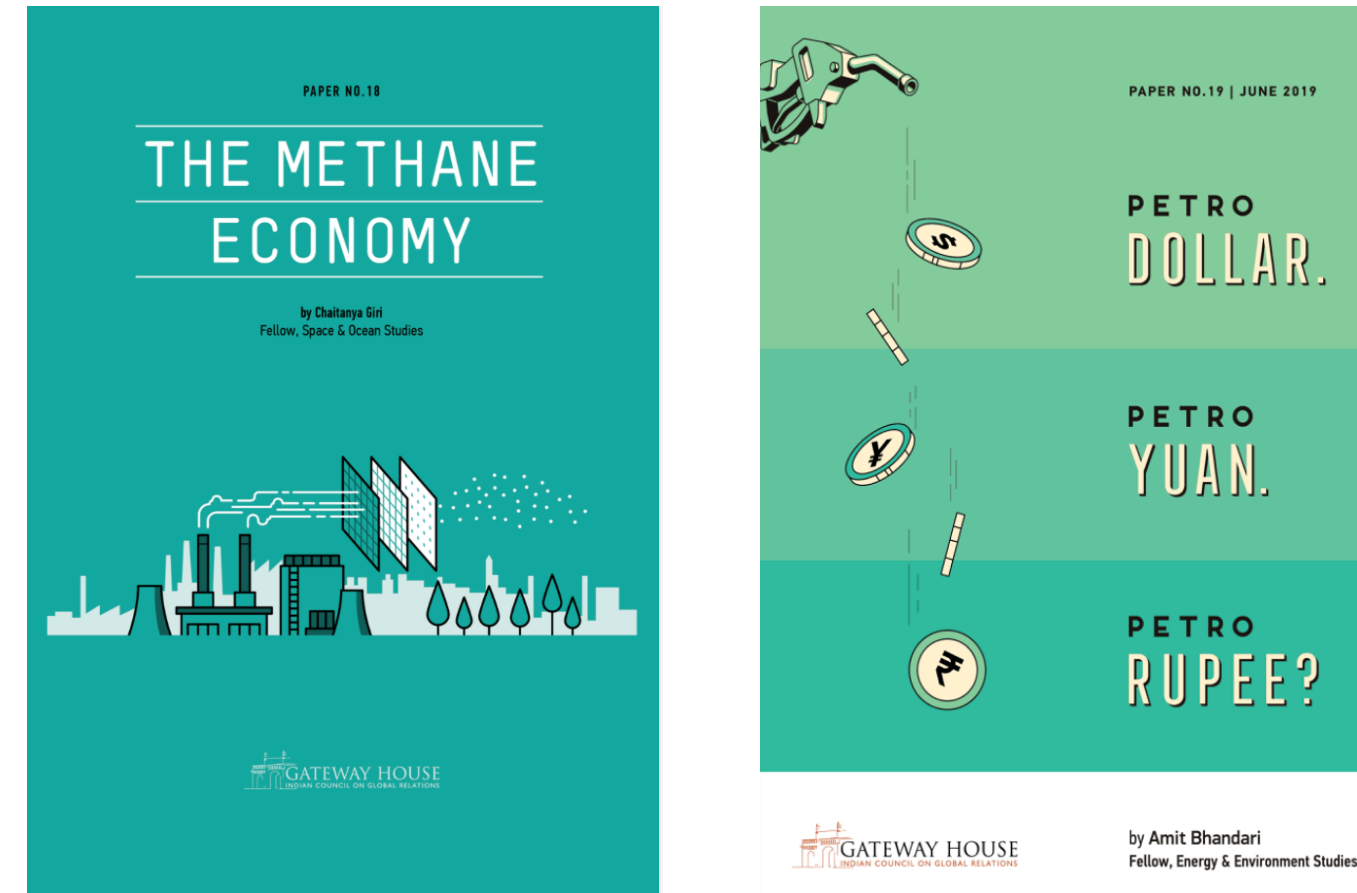
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These stories were used by field teams in donor presentations and training sessions, the fundraising teams for donor onboarding, and CSR engagement to amplify women's leadership narratives across multiple states.

Additionally, for many participants, seeing their story online was itself a recognition of their agency and advocacy.

3: Projects with Gateway House: Indian Council on Global Relations



At Gateway House: Indian Council on Global Relations, I contributed to the organisation’s research-to-public engagement pipeline by shaping how complex policy analysis was communicated to diverse audiences. My role spanned editing, layout design, and data visualisation across a portfolio of publications that addressed pressing geopolitical and economic issues.

Working with subject-matter experts, I ensured that content was not only rigorous but also accessible. For reports such as ‘The Methane Economy’ and ‘Petrodollar, Petrоруpee’, I developed clear layouts and infographics that distilled dense scientific and financial data into visual formats, enabling policymakers, industry stakeholders, and the general public to grasp implications at a glance. Similarly, for analyses on Cybersecurity Threats and the global ramifications of the Pulwama Sanctions, I refined language for clarity and impact while embedding charts and graphics that highlighted patterns of risk and response.

My work also extended to editorial production for book projects such as Sifra Lentin’s *Bombay’s International Linkages*, where I coordinated design and formatting to bring archival research into a polished, reader-friendly form. Beyond individual outputs, I contributed to the consistency of Gateway House’s digital publishing standards by standardising templates, improving visual coherence across briefs, and enhancing the navigability of online content.

This experience deepened my expertise in translating policy into narrative and data into story—a skill set that sits at the intersection of communication, design, and advocacy. It affirmed my conviction that visual and editorial strategy can expand the reach of policy knowledge, mobilising not only experts but also wider publics in debates on India’s global role.



In collaboration with researchers Sukhmani Sharma and Alexander Webb, this is an example of a data visualstion project, mapping and simplifying complex research

India's evolving Fintech laws

State-level fintech policies	
LAW/ POLICY / REPORT Fintech policy issued by only one Indian state so far, the Government of Maharashtra in 2018.	FACTS Aims to set up a global fintech hub in Mumbai.
GH VIEW No central legislation on fintech in India. The Maharashtra policy is progressive, providing regulatory sandboxes and focusing on fintech start-ups.	
Cryptocurrency and blockchain technology	
LAW/ POLICY / REPORT Circular on 'Prohibition on dealing in Virtual Currencies' dated April 6, 2018 issued by the Reserve Bank of India (RBI). 	FACTS Prohibits entities regulated by the RBI from dealing in virtual currencies or providing services for facilitating any person or entity in dealing with or storing virtual currencies.
GH VIEW This circular has been challenged in the Supreme Court of India [1] by several corporations. It allowed the prohibition to continue, but instructed the central government to frame regulations on cryptocurrency by end-March 2019. The private sector across industries, is already using blockchain in its businesses, for example, in supply chain finance or in domestic/ international trade finance, all using customised blockchain platforms.	
LAW/ POLICY / REPORT High-level committee (chaired by Subhash Chandra Gang, Department of Economic Affairs, Ministry of Finance, Government of India), set up in 2017 and reformulated in 2018.	FACTS To devise an appropriate legal framework to ban use of private cryptocurrencies in India and encourage the use of Distributed Ledger Technology with blockchain which eliminates the need for intermediaries.
GH VIEW The Supreme Court order (as above) is expected to expedite the committee's regulations on cryptocurrency.	
Artificial Intelligence (AI) and Robotics	
LAW/ POLICY / REPORT Discussion paper on 'National Strategy for AI' by NITI Aayog in June 2018.	FACTS The paper highlights the five sectors that will best use AI for solving societal needs: i. healthcare ii. agriculture iii. education iv. smart Cities and infrastructure v. smart mobility and transportation.
Peer-to-peer lending	
LAW/ POLICY / REPORT Non-banking Financial Company – Peer-to-Peer (P2P) Lending Platform (Reserve Bank) Directions, 2017 issued by the RBI.	FACTS These directions provide a framework for the registration and operation of NBFC-P2Ps in India.
Cloud Computing	
LAW/ POLICY / REPORT Maharashtra Cloud Computing Policy, 2018, issued by the state government of Maharashtra.	FACTS To ensure that all state government organisations use cloud services.
GH VIEW India has no primary legislation on cloud computing. However, media reports indicate that a draft policy is under formulation by a panel, established by the Government of India. It will be headed by Kris Gopalakrishnan, Chairman of Amdoc Ventures [2]. In 2013, India's Ministry of Electronics and Information Technology initiated the GI Cloud (popularly known as 'MeghRaj'). The goal is to evolve a strategy and implement various components, including a governance mechanism to ensure the proliferation of cloud usage in government. Companies, such as Amazon Web Services and Microsoft, have been engaged as cloud service providers since 2017. The state policy can be superseded by a central government cloud policy which has been proposed and should be in consonance with the Personal Data Protection Bill. 	
LAW/ POLICY / REPORT Integrated Goods and Services Tax Act, 2017, issued by GST Council.	FACTS The term 'cloud services' has been included in the definition under Section 2(17) of 'online information and database access or retrieval services' as an electronic service.
GH VIEW As can be seen from this table, cloud finds mention in other existing policies/ laws.	
LAW/ POLICY / REPORT National Digital Communications Policy, 2018, issued by Department of Telecommunications.	FACTS Envisions inter-alia the establishment of India as a global hub for cloud computing by enabling regulation for the proliferation of cloud-based systems and facilitating cloud service providers to establish captive fibre network.
Internet-of-Things (IoT)	
LAW/ POLICY / REPORT Draft policy on Internet of Things, 2015, issued by Ministry	FACTS Envisions development of a cross-sectional connected, secure, smart IoT-

An excerpt of an infograph that breaks down India's Evolving Fintech Laws.

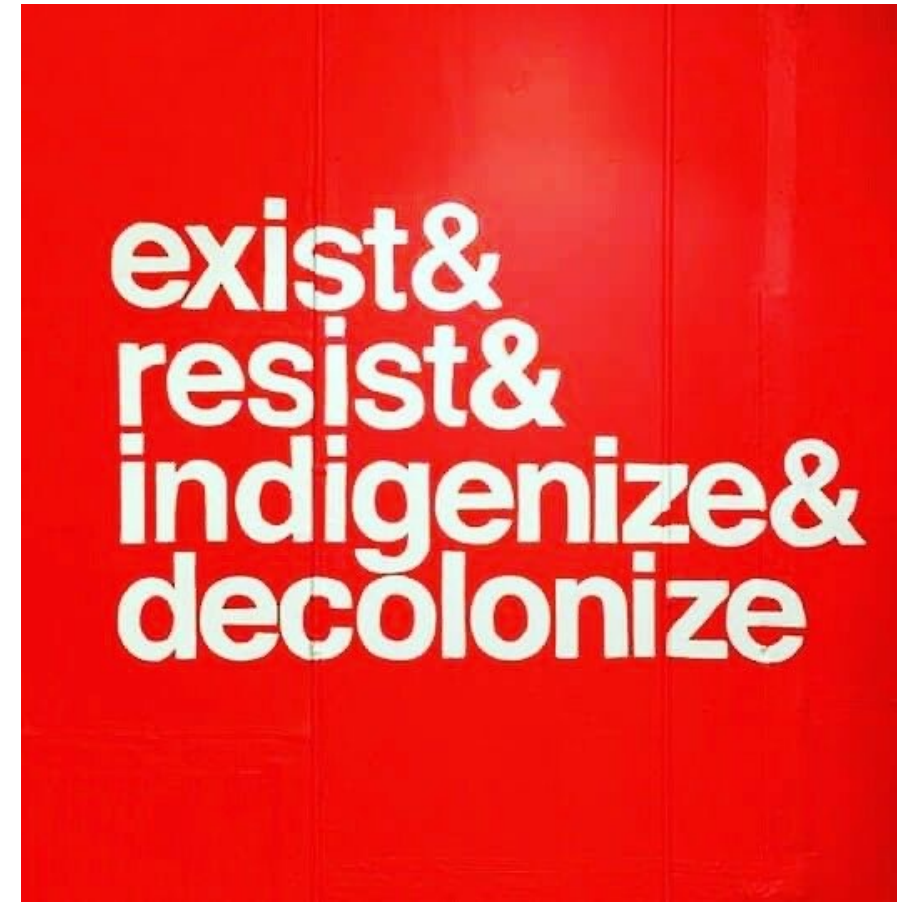
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These outputs enabled researchers and journalists to cite Gateway House publications more easily, strengthening the think tank's visibility in public debate. There was also a significant increase in readership of the Gateway House Weekly Briefing produced by the website and publications team, aimed at civil servants and students studying for various civil service exams.

Colleagues noted that the visual consistency I introduced became a template for subsequent policy briefs.

4: Pedagogic Design: The History of Ideas



The course History of Ideas, was designed as a pedagogical exploration in “re-learning” history through a decolonised lens. It invited students to interrogate the politics of how history is told—tracing continuities from feudalism and colonialism to contemporary crises—while critically examining the silences and biases embedded in mainstream narratives.

Pedagogical strategies blended lectures with archival media, interactive case studies, and digital humanities tools. Students explored comparative crises (e.g., the Black Death and COVID-19; the Great Depression and the 2008 Financial Crisis) to understand how narratives shape public response and collective memory. Visual culture, from medieval tapestries to protest art, was analysed as a political archive.

The course foregrounded questions of race, decolonisation, and feminism: What if colonial famines were narrated not as “natural disasters” but as engineered political economies of starvation? How might Partition histories shift when read through women’s testimony and artistic memory? By reframing canonical events, the course equipped students with a historical consciousness attuned to power, resistance, and cultural memory.

This design embodied communication as pedagogy—inviting students to not only consume narratives but to reimagine them, a practice deeply aligned with feminist knowledge production. [Read the entire course module here.](#)

5: Writing Samples and Published work

My writing has consistently explored the intersections of art, history, media, and politics, with an emphasis on how narratives are constructed, contested, and remembered. The following selected pieces exemplify my commitment to feminist, decolonial, and critical perspectives:

- [Anticolonial Art: Frida Kahlo and Amrita Sher-Gil](#)

A comparative essay examining how both artists employed visual language to challenge colonial aesthetics and articulate new identities for women. The work traces how Kahlo and Sher-Gil inscribed personal histories into collective struggles, situating their art as political testimony rather than mere biography.

- [Social Response to Crisis: The Bengal Famine](#)

A historical analysis of the Bengal Famine of 1943, interrogating state policies, colonial economic structures, and cultural representations of famine. The essay argues for recognising famine not as a natural disaster but as a politically engineered crisis, with devastating implications for how we understand state accountability today.

- [Semiotics, Fake News, and Propaganda on Social Media \(published at the KC College Symposium\)](#)

A contemporary study of disinformation ecosystems, using semiotic analysis to decode the symbols, language, and strategies deployed in fake news circulation. The piece highlights the ways in which propaganda exploits cultural codes and digital platforms to manipulate public discourse.

Together, these works reflect a trajectory of research and writing that bridges theory with socio-political realities. They reveal my investment in uncovering silenced histories, critiquing media systems, and amplifying perspectives that resist dominant power structures. This body of work informs my approach to communications and advocacy: treating words and images not only as representations, but as instruments of solidarity and transformation. [Read all my written samples here.](#)