

SALMA VEERARAGHAV, Founder C4C

Writer, Communication Trainer & Strategist

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Profile

Salma is a **certified Communications Professional** from “Mass Communication Research Center” and a Gold Medalist in M.A. Applied Psychology from the University of Jamia Millia Islamia, New Delhi. She has **over two decades of work experience with International NGOs, domestic NGOs**, Television Industry and the Education sector.

She created C4C with a vision to provide Professional Communication services to enable individuals and institutions, to write and express with clarity. She believes clear communication can help to build authentic collaborations across the world for doing impactful work.

C4C is an independent Communications Consultancy which provides specialized services in **Content Writing & Designing, Audio-Visual Documentation, Communication Coaching & Training** and developing **Communication Strategies** for powerful branding. **For more details:** www.c4cworld.com

Certifications & Trainings

- **M.A. Mass Communication**, Mass Communication Research Centre (MCRC), Jamia Millia Islamia, First Division.
- **M.A. Applied Psychology**, Jamia Millia Islamia, **Gold Medallist**.
- **B.A. Psychology**, Jammu University, **Gold Medallist**.
- Completed the basic and advanced **Communication Training** at Landmark Education.
- Completed the **Self-Expression and Leadership Programme** at Landmark Education.

Experience

She has had the privilege of working with reputed organisations like **Azim Premji University & Azim Premji Foundation, Centre for Media Studies, Care, Oxfam GB, Etv & Nirantar**. She likes to travel the road less travelled so Voluntary work has been an integral part of her entire career. She has therefore **supported small remarkable institutions** like *Mirambika, Snehi, Astha & Phytothrive* with pro-bono work.

This vast work experience of leading Communication teams in large & diverse institutions has helped Salma to specialise in **Writing and editing Case studies, Newsletters, Annual Reports, Research Reports, Policy Papers, Magazines, Brochures, Booklets, Posters & Website content**.

Published Articles & Books & Videos:

<https://timesofindia.indiatimes.com/home/education/an-open-letter-to-the-education-boards-of-india-for-blended-learning/articleshow/76211672.cms>

<https://www.thenewsminute.com/article/blended-education-schools-need-hour-140874>

Booklet: Changemakers: Stories of Gender Justice Champions working in India to End Child Marriage

https://www.girlsnotbrides.org/documents/2032/GNB_booklet.pdf

Videos:

<https://youtube.com/playlist?list=PL8ToDO5LXZ7q4eo1fCSomxggODJ3buwoo&si=0TjEbmRd1IprzURu>

Blog: <https://www.girlsnotbrides.org/articles/changemakers-stories-of-gender-justice-champions-working-in-india-to-end-child-marriage/>

Book Title: Nothing About Us Without Us: Stories of Empowering Organisations of People with Disabilities

<https://www.sightsaversindia.in/news/2022/03/sightsavers-along-with-the-european-union-and-european-disability-forum-launches-nothing-about-us-without-us/>

Book Title: No Lockdown on Caste Atrocities: Stories of Caste Crimes during the Covid-19 Pandemic

<https://www.dhrdnet.org/wp-content/uploads/2021/03/No-Lockdown-on-Caste-Atrocities-Stories-of-Caste-Crimes-during-the-Covid-19-pandemic-DHRDNet.pdf>

MEDIA COVERAGE FOR THE DHRDNet BOOK

<https://www.bloombergquint.com/opinion/water-love-and-other-caste-crimes-in-a-pandemic-by-priya-ramani>

<https://www.thenewsminute.com/article/60-stories-tell-how-caste-based-violence-continued-unabated-amid-pandemic-144801>

<https://www.firstpost.com/long-reads/lockdown-caste-atrocities-online-campaign-addresses-violence-against-dalits-in-the-pandemic-through-art-and-dialogue-8964591.html>

<https://www.edexlive.com/news/2021/mar/03/no-lockdown-on-caste-atrocities-this-book-documents-the-crimes-that-even-a-pandemic-could-not-preven-18696.html>

<https://www.justicenews.co.in/no-lockdown-on-caste-atrocities-this-book-documents-the-crimes-that-even-a-social-distanced-pandemic-could-not-prevent/>

<https://idsn.org/new-book-documents-caste-atrocities-under-covid-19-lockdown-in-india/>

Edited Book: You can Quote me on that: Inspiring short stories for living life on your terms

https://www.amazon.in/You-can-Quote-that-Inspiring/dp/1922812226/ref=sr_1_1?crid=1VLMi69Y68FCI&keywords=CHARANJEET+SONI&qid=1679029898&srefix=charanjeet+soni%2Caps%2C217&sr=8-1

Acknowledgements:

- Documented Case Studies titled, “**Waves of Hope**” for CARE, an International NGO. Work received **special appreciation** from the **European Commission**.
- Developed a **creative Content design** for Oxfam's presentation in the **World Social Forum**. Received special **appreciation** from the **Nobel Laureate for peace, Shirin Ebadi** and the **Country Director of Oxfam GB**.

Testimonials:

“Clarity of thought and expression has always been Salma’s strength as a Communications Professional. Her focus on understanding the subject and target audience before editing enables her to write effectively on diverse issues. Her ability to capture details creatively makes her especially good at writing Case Studies and success stories.”

- Dr.P.N.Vasanti, Director, CMS

“A heartfelt gratitude to the Writer of this book Salma Veeraraghav, for breaking the barriers of the pandemic lockdown with her efficient online documentation system, that ensured thorough details were gathered from the field for all the ten stories. Each story has a clear message and captures the remarkable achievements of the Organization of People with Disabilities with sensitivity and lucidity in expression.”

- Namrata Mehta, Project Manager, Sightsavers

C4C Writing & Designing Team:

C4C Content writing team has competent writers who have extensive experience in Journalism and development sector work. Their work has been published in leading national and international dailies like the Hindu, CNN, Washington Post covering wide range of issues like urban poverty, malnutrition, education, agrarian issues, environment, caste and communalism, among others. The team also has professionals who have worked as Senior Researchers, Communication and Advocacy Specialist in countries leading NGOs and INGOs like Oxfam GB, World Bank, Health Management and Research Institute, CAPART, Ministry of Rural Development, Agricultural Policy Research Institute, Iowa State University, USA.

C4C has recently developed a graphic designing team which closely works with the content writing team to produce high quality documents ready for printing. The design work of C4C is managed by a graphic designer who is passionate about visual communication. She has over 25 years of experience in visual communication across print and digital medium. Her strength lies in understanding the client’s visual and communication challenges clearly to deliver more than the expectation.

Education background

- Master in Fine Arts, University of Illinois at Urban Champaign, USA
- Communication Courses, University of Missouri, Columbia, USA
- Bachelors of Fine Arts, Maharaja Sayajirao University of Baroda, India

She has worked in the USA for various Graphic Designer firms building visual identities, branding, annual reports, packaging, direct mails, banners flyers, e-commerce website etc. across print and digital media. The C4C design team has designed communication products for National and International NGOs like CARE, UNICEF, WHO, Plan International, and the World Bank.

C4C Training Programme

Communication is a catalyst for transformation. It has the power to amplify the impact of any work. C4C is an independent Communication consultancy that provides professional communication training that enables individuals and institutions to learn the art of expressing with clarity.

We believe consistent clear communication builds credibility that can help to build authentic collaborations anywhere in the world. Collective action is an essential part of multiplying the impact of any work.

C4C training therefore enables individuals and organisations to build their capacity to design and deliver clear messages to their target audiences consistently. The well-designed course curriculum titled, "*Effective Communication*," is a four-workshop journey.

It develops the participant's capacity of listening, speaking, reading and writing to help them narrate their stories effectively. One of the most significant strengths of storytelling is its ability to engage and emotionally connect with the audience. Whether you're trying to persuade, educate, or inspire, storytelling can help you achieve your goals by engaging your audience, simplifying your message, and leaving a lasting impression.

Our four-workshop journey benefits organisations at two fundamental levels:

- i) The organisation will develop a story documentation system that can regularly generate relevant information that needs to be communicated to all key stakeholders including the community, partner NGOs, government and donors. This system will help the institution to identify significant stories through which they can consistently and effectively communicate with all their key stakeholders.
- ii) The trainings will build the individual capacity of their field workers to share their story of change by developing an understanding of the elements of storytelling. The practical exercises in our workshops help them to gain confidence in expressing themselves effectively.

Course Curriculum

C4C training includes a journey through four workshops:

Workshop # 1: Art of Storytelling

Workshop # 2: Facing the camera (Message & Medium)

Workshop # 3: Understanding Misunderstandings

Workshop # 4: Effective Communication Habits

For course curriculum details contact salma@c4cworld.com

Communication Coaching Programme

C4C has launched a personalised coaching programme to help individuals become confident and effective communicators. This coaching is a custom-made programme aimed at facilitating the person to overcome their specific personal challenges in communication. The unique feature of this programme is it combines communication expertise with psychological principles to enable people to become confident communicators. This programme aims to help people from all walks of life, whether students or professionals.