

**LARA SINHA**

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- **Inclusive business:** Create and curate content about the **practicalities of inclusive business** implementation on a daily basis as Manager of the Practitioner Hub. Work with practitioners and facilitators to develop new resources and tools. Particular understanding of the inclusive business eco-system in **India**.
- **Research and analysis:** Extensive experience conducting primary and secondary research, and in-depth qualitative and quantitative analysis for programmes supporting inclusive business. Particular experience analyzing inclusive business models in the **financial inclusion sector**.
- **Partnership building and management:** Consistently develop new relationships and partnerships with organisations that facilitate the development of inclusive business.
- **Writing and editorial skills:** Writing and editing expertise developed over four years of experience in tv and online journalism. Co-authored the Flagship Report for Business Call to Action and contributed to and edited flagship reports for SIDA’s Innovations Against Poverty and DFID’s Business Innovation Facility.
- **Knowledge management and Communication:** Develop and implement knowledge exchange strategies for development programmes.

**WORK EXPERIENCE**

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|--------------------|---|----------------------|
| May 2013 - present | <p><b>Ashley Insight, Associate Consultant</b></p> <p>Work with Ashley Insight on a range of knowledge management, research and communications projects. Key current and past assignments with Ashley insight are listed below.</p>   | <b>London/Mumbai</b> |
| May 2013- present  | <p><b>Ashley Insight, Manager, The Practitioner Hub for Inclusive Business</b></p> <p>Responsible for running and developing the Practitioner Hub for Inclusive Business, an online platform providing practical information and resources to inclusive business practitioners and social entrepreneurs.</p> <ul style="list-style-type: none"> <li>▪ Oversee the daily management on the Hub including planning and executing editorial content, developing monthly themes, identifying relevant resources and contributors to ensure the high quality content</li> <li>▪ Engage with partners on creating relevant, practical resources for users. E.g. helped execute successful online webinars and discussions with Business Fights Poverty &amp; Business Call to Action</li> <li>▪ Develop new content and strategic partnerships with organisations involved with inclusive business</li> <li>▪ Responsible for developing a section on inclusive business in Asia for the Asian Development Bank</li> <li>▪ Managed the development of the first ever inclusive business publications database, SearchInclusiveBusiness.org, a Hub and IBAN (GiZ) product. Key tasks included reviewing content, identifying the range of fields required, leading the design of the online database solution, overseeing ongoing updates and promotion.</li> <li>▪ Work with the Executive Editor on strategic development of the Practitioner Hub</li> </ul> | <b>London/Mumbai</b> |
| May 2015- present  | <p><b>Ashley Insight, Knowledge Management Associate and Online Manager, Connect to Grow</b></p> <p>Responsible for capturing and sharing learning and knowledge for Connect to Grow, a DFID match-making initiative that promotes enterprise growth and innovation transfer between India and other developing countries.</p> <ul style="list-style-type: none"> <li>▪ Responsible for the knowledge creation and management strategy of the programme including ensuring the effective capturing of lessons, and development of knowledge products</li> <li>▪ Responsible for developing and maintaining the programme website and the online marketplace that allows enterprises to view and search for potential partners</li> <li>▪ Work with the Communications Associate to manage and deliver the programme’s communications strategy and support outreach activities including the successful management of Connect’s official South Asia launch in Dhaka, Bangladesh</li> </ul>   | <b>Mumbai</b>        |

March 2015- **Ashley Insight, Sector Lead and Editor, Business Model Innovations project, World Bank** **Mumbai**  
Sept 2015 Financial inclusion sector lead of the team developing an evidence base of proven inclusive business model innovations across five sectors.

- Conducted the primary and secondary research for three business model innovations in the financial inclusion sector including the identification of proven models, identification of existing evidence and interviews of practitioners.
- Wrote three papers on business model innovations in financial inclusion, one paper on a cross-cutting innovation and six business case studies.
- Responsible for copy-editing the final outputs for the evidence base, ensuring uniformity in quality, content and format across 33 business model innovation papers and 52 case studies

Jun 2014- **Ashley Insight, Project Manager and Co-Author, Flagship report for the BCtA Secretariat, UNDP** **Mumbai**  
Oct 2014 Responsible for developing and implementing the project research plan to write the BCtA flagship report on the progress of inclusive business models

- Coordinated the research process for gathering and analysing data from 94 companies including helping to develop the tools, setting up and conducting interviews and undertaking detailed analysis on the data collected
- Responsible for the project file management process, coordinating with four other team members and communicating with the client
- Co-authored and copy edited the final report, *Breaking through: Inclusive Business and the Business Call to Action Today – Mapping challenges, progress and the way ahead*

May 2014- **Ashley Insight, Online Manager and M&E support, DFID Impact Programme** **London**  
Jun 2015 Managed the website and social media activity for the Programme and provided research support to the M&E team.

- Developed new online content and features in line with the Programme activities and communications strategy
- Involved in the research, design and editing of the Impact Programme public reports and discussion papers including the 2014 Annual and Baseline reports
- Helped research, design and disseminate the Programme's first Market Survey and involved in the production of the Market Survey Report

#### **Assignments with other organisations:**

Sept 2014- **Forum for the Future, Strategic Consultant** **Mumbai**  
Feb 2015 Involved in designing the research plan for setting up a stakeholder engagement plan and sustainability strategy for an international retailer in India

- Conducted the primary and secondary research for developing the strategy including stakeholder interviews, focus groups and competitor analysis
- Involved in analysis sessions with the Forum team and the client to draft the strategy
- Drafted the key recommendations and presented the final strategy to the client
- Provided strategic advice to Forum for the Future on other potential projects in India

Jan 2013- **Forum for the Future, Intern** **London**  
April 2013 Undertook a three month internship with the communications team

- Handled website content and social media activity including development of an internal social media guide for Forum employees
- Researched, wrote and edited case studies for the website highlighting specific projects
- Assisted with PR activities including writing press releases, media and stakeholder mapping

March 2012- **Eco-Tourism Society of India, Project Assistant** **New Delhi**  
July 2012 Assisted with the preparation and execution of the Society's 'Responsible Tourism' Series

- Wrote the press material for the Series and handled all press inquiries

- Presenter for the Assam chapter of the workshop
- Compiled and edited the material for a guidebook published on 'Responsible Tourism'

Nov 2009-	<b>Headlines Today, News Anchor and Producer</b>	<b>New Delhi</b>
Dec 2011	Conceptualized, shot, scripted and edited stories for news bulletins & special shows and anchored daily news & sports shows for the channel.	
Oct 2007-	<b>NDTV Metronation, News Anchor and Reporter</b>	<b>New Delhi</b>
March 2009	Anchored the channel news bulletin and scripted and edited stories on a daily basis, reporting live from planned events as well as in breaking news situations.	

## EDUCATION

2012- 2013	<b>London School of Economics (LSE), MSc Environment and Development</b> <i>Key modules:</i> Cities, people and poverty in the South, Climate change, Global environmental governance, globalisation and development	<b>UK</b>
2004- 2007	<b>University of Warwick, B.A. Politics and International Studies</b> <i>Key modules:</i> International Law, Gender and politics, Conflict and political violence, Political theory	<b>UK</b>

## LANGUAGES

- Fluent: English
- Intermediate: Hindi

## SELECTED PUBLICATIONS

- BCtA Flagship Report (2014): [“Breaking Through: Inclusive Business and the Business Call to Action Today”](#)
- Practitioner Hub Checklist (2014): [“Creating willingness to pay: strategies to cultivate demand among Base of the Pyramid consumers”](#)