

Manoj Rastogi : A versatile Media Resource

Mr Manoj Rastogi, a multifaceted media professional, is having 20 year's cross discipline exposure in media industry. He started his career in 1990 as a reporter with a local Hindi daily in UP. He migrated to Maharashtra in 1992 to work with a prominent regional news paper group and climbed up editorial positions in quick progression.



He joined Television Media in 1996 with **"RU-BA-RU"**, (Zee TV) a trend setting popular TV talk Show of that time with **Rajeev Shukla** as anchor and graduated himself with the nuances of television production. He has witnessed the evolution of news channels in cross discipline editorial & senior management positions during 1998 to 2004.

His cross discipline exposure and in-depth understanding of media dynamics helped him to earn a reputation of a versatile media entrepreneur. He was Managing editor of YUVA, a fortnightly for youth and have been associated with news publications such as *Sunday Observer*, *Tehelka* and *Lokmat Samachar*.



In August 2007, he scored over his peers by hosting the first TV interview with the first Woman President of India, Smt. Pratibha Patil, on the same day she got elected to the highest office of the country. Till date it is the only interview of the president with any Journalist.

Networking and Organization are his best assets and skills, and he never hesitated to use them for social causes. He organized several events at Rashtrapati Bhawan on **save the girl child, violence affected children and senior citizens**. He regularly volunteers for similar endeavors.



His adaptability to blend social concerns with his professional pursuits inclined him to join **Omaxe Group** to set up their Corporate Social responsibility platform **Omaxe Foundation** as **Executive Director**.

He invented and launched several media advocacy campaign and socially relevant initiatives on issues such as **Girl Child Education, Construction workers welfare** and supporting innovative concepts.



He produced Tele-film **Kaua Hakini** (Girl scarecrow) and roped in top film Stars, celebrities, opinion leaders for advocacy. He had directed, produced and scripted tele-films, news shows for DD and working on a major Feature film on the life and times of **Mrs. Indira Gandhi**.

He has handled several prestigious assignments of **Media Consultancy, Public Relation, Image makeover, Media doctoring, crisis management, lobbying and advocacy** etc. for a verity of exclusive clients includes Top Political personalities at national level , NGO's ,Corporate, Political Parties, Celebrities and thought leaders.



He has excellent networking at top levels of Government, Political parties, Media, Social Sector and Indian Film Industry.

Mr Rastogi is associated with several social and media organizations and working for **Girl child welfare, education, youth welfare and other social issues.**

He is founder president of **YUVANKUR** (an Ngo for youth welfare), **Creative Media CGHS Ltd.** (and Group housing society comprising senior media persons), **AIM** (association of Indian Media Professionals). He is also advisor of **Indian Film Foundation.**



He is **founder CEO** of a New Delhi based media & Communication Company. TMPL has interests in PR, brand promotion, TV productions, Event management, Lobby advocacy, public affairs, CSR management and publications. He is also **Founder-Editor of India's first Magazines on CSR and PSU sector.**