



Family Name : DESHMUKH
First Name : YASHWANT
Date of Birth : 23.03.1972
Nationality : Indian

Yashwant Deshmukh is a seasoned entrepreneur and founder-owner of communications consultancy YRD Media which prides itself in delivering cutting-edge solutions for a global client base in the media and communication businesses.

Over the last two decades Yashwant has become a celebrated figure in the South Asian media and communication industry for his special emphasis on impeccable research, design and production and for having delivered innovative and original news analysis across the spectrum.

His repertoire of works spans 15 Union Budgets and over 100 Union & Assembly Elections in India, besides a host of international socio-political and economic events across 30 nations.

Yashwant's flagship YRD Media houses within itself two of India's leading media outfits – CVoter News Service and CVoter Broadcast.

CVoter News Services is South Asia's largest Indian-owned media and stakeholder research agency and has about 18 years of experience in Public Opinion Research & Election Management. Started in 1993, the Center for Voting Opinion & Trends in Election Research (CVoter) has today established a network of experienced researchers in many of the South and Southeast Asian countries including Indonesia, Srilanka, Bangladesh, Nepal and Pakistan.

One of CVoter's recent achievements has been the designing and implementation of the most comprehensive baseline surveys of Tsunami affected areas in 2005 and 2008 in Indonesia and Sri Lanka for LRRD phase 1 & 2 evaluations. This assignment was unique for the fact that not only it gave the first statistical baseline for public opinion research in disaster mitigation; but also due to the fact that the assignment by default delivered local capacity building process by hiring and training the research graduates from the disaster victims rolls.

Almost every major newspaper and magazine in India have extensively published CVoter's stakeholder research, public perception polls, political analysis and socio-economic research papers. These include, but are not restricted to India Today, The Week, Hindustan Times, Times of India, Indian Express, Amar Ujala, Dainik Jagran, Bhaskar, Malayala Manorama and Anand Bazar Patrika.

Notably, CVoter has its own fledging media KPO arm called Infoserve which works on 360 degree outsourcing solutions in the media domain.

CVoter Broadcast (CVB) on the other hand is the audio-visual productions division of YRD Media which has been part of the launch team of the first five satellite channels of India including Zee News, Jain TV and TV Today network.

Under Yashwant's guidance CVoter Broadcast launched the well-acclaimed CVB News service in India in November 2009. CVB News Service is India's only audio-visual news agency which has been delivering quality video news via satellite to more than 50 television news channels in India everyday for the past one year. Today, as South Asia's largest and most credible multimedia news agency, CVB News Services is significantly poised to deliver unique content across television, radio and IPTV formats through a mix of fiber optic and Satellite uplinks.

Yashwant's television journey began way back in 1994 when he became involved with the Indian Space Research Organization on the GramSAT project, which involved using state-of-the-art satellite technology for spreading educational awareness among tribals of the Bhil belt in Western MP and Eastern Gujarat. The project made him realize the true potential of technology. For the next five years, Yashwant traveled extensively with his team across the tribal belts and produced audio visual programs in various tribal dialects including Bhili, Bhilali and Patiyali; and that too by making extensive use of tribal human resource on the one hand and cutting edge satellite technology on the other.

Since the turn of the century, as private players entered the Indian TV news market, YRD Media Network has been engaged with virtually all the major media stalwarts for the last decade. These include Aaj Tak, Star News, Zee News, Zee Business, BBC, Reuters, Bloomberg, India TV, Lok Sabha TV, Sahara Samay, Jain TV and many more...

Moreover, Yashwant Deshmukh is perhaps the only Indian media person and public opinion expert to have personally covered the troubled valley of Kashmir and surveyed its impact on the Indian national fabric. Yashwant has in fact got extensive exposure in coverages from conflict ridden places and has travelled extensively to Congo, Aceh, Srilanka, Palestine, Northern Ireland and the Middle East for the same. Most recently, Yashwant was instrumental in designing and executing a stakeholder survey for an assignment across Zimbabwe, Malawi, Botswana, Zambia, Kenya, Ethiopia and Palestine.

Yashwant is life-member of WAPOR (World Association of Public Opinion Research) and a Fellow of the Wilton Park South Asia Forum, an initiative of the British Foreign office, to bring the young and prominent decision makers of South Asia in an informal dialogue process.

Professional Experiences

Period	Location	Company	Position	Description
1994 to till date	New Delhi	CVoter Foundation	Founder Director	Survey Research and election coverage management
1994-1999	New Delhi	UNI (United News of India)	Consultant	Survey Research and election coverage management
1995-2000	Ahmedabad	ISRO (Indian Space Research Organisation)	Ext. Exec. Producer	Audio-Visual programming for DECU (Development and Education Communication Unit)
1999-2000	New Delhi	Zee News	Sr. Consultant	Survey Research and election coverage management
1999-2004	New Delhi	IGNOU (Indira Gandhi National Open University)	Ext. Exec. Producer	Audio-Visual programming for Gyandarshan (Education Channel & Communication Unit)
2000-2001	New Delhi	Jain News / Sahara Samay	Sr. Consultant	Survey Research and election coverage management
2001-2003	New Delhi	TV Today Network	Sr. Consultant	Survey Research and election coverage management
2003-2004	New Delhi	Sahara India TV Network	Sr. Consultant	Survey Research and election coverage management
2004-2005	Mumbai	Star News; News Corp Inc.	Sr. Consultant	Survey Research and election coverage management
2005-2007	New Delhi	Zee News	Sr. Consultant	Survey Research and election coverage management
2007 onwards	New Delhi	India TV; Sahara Samay	Sr. Consultant	Survey Research and election coverage management

Education

B.Sc. (Life Sciences)

- 1989-1992
- Lucknow University, India
- Main Courses - Zoology, Botany, Chemistry

PGDJ (Mass Communication)

- 1992-1993
- IIMC, New Delhi, India
- Main Courses - Print Media, Broadcast Media, Online Media

INCORE, ISS (evaluation of Peace Process)

- 2004
- University of Ulster, UK
- Main Courses - Peace Process and conflict resolution

EHRO (Elections & Human Rights Observation)

- 2007
- University of Bergen, Norway
- Main Courses - International Elections observation

CERA-M (Certified elections and registration administration Monitor)

- 2006-2008
- University of Auburn, USA
- Main Courses - Elections administration and registration management

Regards,



Mob: +91-9811801179

Email: yashwantdeshmukh@gmail.com

EA – Santosh Kumar - santosh.kumar@cvbnews.in

Cell: + 91 9718 997758

CVoter Broadcast Pvt. Ltd

Phone No: +91(0)120 4175200 | Ext 223 | Fax +91(0)120 4247146
| A - 175 | Sector - 63 | Noida 201 301 | Uttar Pradesh | India