

Janani Ilamparithi

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EDUCATION

Course & Year	Institution / Board	Percentage / CGPA
Social Entrepreneurship Bootcamp (2023-24)	SDG School, Maker's Asylum x UNDP	Innovator
M.Sc. Anthropology (2021)	Miranda House, University of Delhi	8.956, Gold Medalist
B.Sc. (Hons.) Anthropology (2019) with visual anthropology	Hansraj College, University of Delhi	8.486, First division
Korean Language (2023)	King Sejong Institute, Imphal	Level 5/8 (Intermediate)
Design and Implementation for Human-Computer Interfaces (2022)	Certificate Course from NPTEL	Elite Badge
Yoga for Human Excellence	WCSC-VISION for Wisdom, Aliyar	Certified Master

WORK EXPERIENCE

13/03/2023 – Present	<p>Communications Strategist Parisar, Pune, India</p> <p>Parisar works to make Pune a sustainable and environment-friendly city.</p> <ul style="list-style-type: none"> Strategise and create visual content to showcase the 6 different projects, on thematic areas of sustainable mobility, air quality and road safety, on social media. (Link) Build capacity of members and project partners in digital communications. Social Listening of content and tweak requirements for community maintenance. Design, update and maintain website for Parisar and Road Safety Network. Design, edit and strategise newsletters <i>Parisar Varta</i> and <i>Road Sense</i>. Planning and integration of guest articles and other features.
07/2020 – Present	<p>Co-Founder Anthropour, India (Passion project)</p> <p>'Anthropour' is a social media space engaging in the disciplinary essence of Anthropology. We are focused on creating a community of people who learn, unlearn and relearn to explore the horizon of working for fellow people.</p> <ul style="list-style-type: none"> Strategise the social media presence of anthropology to create a virtual forum for knowledge production. Actively participate in panel discussions and paper presentations at international conferences. Organise an ethnographic reading community. Celebrate AnthroDay annually in February with interactive sessions and presentations.

7/11/2022 – 17/11/2022	<p><u>Resource Person (Research & Communication)</u> <i>National Tribal Research Institute, Delhi</i> under the aegis of <i>Ministry of Tribal Affairs, Government of India</i> Hired for short term assistance in research, documentation and coordination for Janjatiya Gaurav Diwas 2022 week-long celebrations that commemorate the brave tribal freedom fighters of India.</p> <ul style="list-style-type: none"> ▪ Created visual content and strategised the social media engagement of the institute resulting in 80% increase in followers over 10 days. ▪ Interviewed and conducted audio-visual documentation of 9 tribal artists (painters) from pan-India, in celebration of Janjatiya Gaurav Diwas. ▪ Conceptualised themes for a National Conference on Sustainable Tribal Development, inviting tribal scholars, academicians and enthusiasts from around India.
01/2021 – 07/2021	<p><u>Coordinator (Communication, Media & Technical Assistance)</u> Workshop on Anthropological understanding of vaccine hesitancy <i>Department of Anthropology, University of Delhi</i> in partnership with <i>UNICEF</i> Functioned as a bridge between the two stakeholders to drive the workshop to success, gather audience and communicate vaccine acceptance to masses through media channels.</p> <ul style="list-style-type: none"> ▪ Executed qualitative contextual inquiry finding 8 issues of vaccine hesitancy. ▪ Organised resources from 6 research scholars on field in various parts of North India. ▪ Authored workshop reports and post-discussion action items. ▪ Prepared event outline, media posts and maintained logistics.
07/2020 – 12/2020	<p><u>Modern Research Intern</u> <i>Sprinklr India Pvt. Ltd., Gurugram, India</i> Specialises in providing a unified-CXM platform to business houses for providing data-driven actionable insights through social listening. My role was to provide an easy-to-understand framework of culture and anthropology for an innovation product on trend prediction.</p> <ul style="list-style-type: none"> ▪ Supervised & Powered AI for trend prediction by developing social media data cohorts. ▪ Built framework for trend identification using 3-level categorization and prepared AI training dataset. ▪ Annotated visual data for improving categorisation accuracy of AI model. ▪ Built an exhaustive keyword query library to meet the required social listening & search optimisation. ▪ Derived 6 use-cases for business actionable insights to validate sentiment analysis and metadata categorization of product.

KEY SKILLS

Relevant Skills

ethnographic research methods, audio-visual (Canva, Adobe Express, Premiere Pro, Photoshop, iMovies, Filmora, Movavi, Figma), mixed-methods, observation, interview methods, free-listing, focus-group discussions, questionnaire, schedules, contextual inquiry, sensory, grounded theory, behavioural science methods, participatory, literature review, cognitive mapping, fieldwork, social media (Instagram, Twitter, LinkedIn, YouTube, Facebook), blog writing, HTML web designing, SEO, query optimisation, social listening (Sprinklr), Python

Personal interests & Technical skills

Sustainability, technology, development, mobility, mobilising communities, colours, climate, motivation, oral tradition, story telling, nudge theory, Hindustani classical music, Bharatnatyam, Kathak, Gond art, street art, design-thinking, public speaking, machine learning, artificial intelligence, communication (Slack, Zoom, Google Suite, MS Teams, MS Office Suite), interpersonal relations, management, leadership, multi-linguist(8)

CONFERENCES

- [*Anthropour : Creating Avenues to bring Anthropology to the masses \[Paper Presentation\]*](#). “Communicating anthropology to non-anthropologists in and outside the university [Teaching Anthropology Network (TAN)]”, to be held on 18th July 2024, 18th EASA Biennial Conference, EASA2024: Doing and Undoing with Anthropology, University of Barcelona, Spain.
- [*Capturing found visuals on field through audio-visual methods \[Paper Presentation\]*](#). “Marginalities, Uncertainties, and World Anthropologies: Enlivening Past and Envisioning Future”, held from 14th to 20th October 2023, 19th IUAES-WAU World Anthropology Congress, India.
- [*Slow food and small business for food security \[Paper Presentation\]*](#). “Marginalities, Uncertainties, and World Anthropologies: Enlivening Past and Envisioning Future”, held from 14th to 20th October 2023, 19th IUAES-WAU World Anthropology Congress, India.
- [*“Broken Whispers”: Isolating the Local in a Global Hashtag \(#challengeaccepted\) using ML classification \[Paper Presentation\]*](#). “Anthropology, AI and The Future of Human Society”, held on 6th to 10th June 2022, Royal Anthropological Institute, UK.
- [*Transcending Physical to Virtual \[Panelist & Paper Presentation\]*](#). “The Virtual Otherwise, A Biennial Anthropology Conference”, held on 2nd to 4th June 2022, American Anthropological Association (SCA and SVA), USA.
- [*“Present” Before to a Sustainable “Future” After: adoptability of visual and multi-modal anthropological methods for the futuristic adaptability of human societies to maintain sustainability \[Panelist\]*](#), “RAI Film Festival conference 2023”, held on 6th to 10th March 2023, Royal Anthropological Institute, UK.
- [*A New Framework : Understanding the lifestyle of online education and provide solutions for better adaptability \[Paper presentation\]*](#), “RAI Film Festival conference 2023”, held on 6th to 10th March 2023, Royal Anthropological Institute, UK.

MEMBER

- Member of World Anthropological Union (WAU) and International Union of Anthropological and Ethnological Sciences (IUAES)
- Member of IUAES commissions: Anthropology and Education, and Visual Anthropology
- Student fellow: Royal Anthropological Institute (RAI)

References available upon request

CURRICULAR PROJECTS

01/2021 – 06/2021	<p>“Slow Food for Food Security: A framework to understand the changing foodscape of Ladakh” Master’s dissertation</p> <p>A digital ethnographic research analysing the changes in food habits due to factors of globalisation including technology, digital media, development and sustainability.</p>
03/2021	<p>Analysis on the future & achievability of SDG 7 – Affordable and Clean Energy in India</p> <p>Qualitative measure using document analysis of policy reports, action plans and statistical reports on energy consumption in India.</p>
01/2021 – 04/2021	<p>Gendered magazines and target readership</p> <p>A study using Goffman’s analysis to understand magazines reinstating gender stereotypes, intersectionality and inclusivity in textual and visual social media content; applying photo-elicitation.</p>
10/2020 – 11/2020	<p>#challengeaccepted – A case study on digital social-media activism</p> <p>Followed the metaphor, hashtag #challengeaccepted on social media. Interpreted political usage of the hashtag, did comparative analysis across 3 different regions USA, Turkey and India, role of AI in it, and its impact offline in the society as an impact of digital overuse.</p>
02/2019 – 05/2019	<p>Spirituality of Bhils: An anthropological study of the socio-cultural and physical aspects of the Bhils Bachelor’s dissertation</p> <p>Through team ethnography the study explored the various socio-cultural and behavioural aspects of the village people, the Bhil tribal community through a 10-days fieldwork doing participant observation, analysing found visuals & objects, and taking interviews. In an individual capacity, I led the visuals team responsible for audio-visual documentation and coordination. (Link)</p>
10/2018 – 11/2018	<p>Dasha Hara – Ethnographic Short Film</p> <p>A short ethnographic film covering the contrasting views in the society about 'Dusshera', between acceptance and refusal of the burning practice, the significance of 'Ravana' for some and initiation of legal actions against this practice by them. (Link)</p>
09/2018 – 11/2018	<p>Soundscape of Kamla Nagar – Sensorial Ethnography</p> <p>An account of sensory ethnography using the sense of sound to map communication in and around the market of Kamla Nagar by applying participatory digital methodologies. (Link)</p>
09/2018 – 10/2018	<p>Emoji: A global Lingual</p> <p>Primary research conducted to understand the popular media culture of emoji usage and communicating behaviour on social media, using contextual analysis.</p>
08/2018 – 11/2018	<p>Sack – Photo Essay</p> <p>A photo essay based on primary research conducted in Chandni Chowk, Delhi to understand the agency of the object 'sack', the social relations and processes based on urban anthropological understandings. (Link)</p>
02/2018 – 04/2018	<p>Smartphone Addiction Level among DU students</p> <p>A research project on the level of smartphone addiction among the Delhi University students highlighted in Lokmat Times news by S K Gupta on 7th April. (Link)</p>
01/2018 – 03/2018	<p>Kamla Nagar as a Business District</p> <p>Conducted survey and mapping based on the products sold, understanding customer footfall and sellers’ relation, forming a community in itself. (Link)</p>