

AHAANA BHARAT RAM

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EDUCATION

The Shri Ram School, Mousari, Gurgaon, India	2009 – present
<i>IB (GRADES 11-12)</i>	2022 – present
● HL: Business Management Psychology English Language and Literature; SL: Math AI, Biology, Hindi	
<i>IGCSE (GRADES 9-10)</i>	2020 – 2022
● A* : Business Studies; A : Math Extended, Biology, English Language, Economics, Global Perspectives	
● B : Spanish, English Literature	

AWARDS

● Pragati Award , The Shri Ram School <i>for improving academic achievement by 10% in a minimum of 3 subjects in the year</i>	2023
● Udyog Award for Business Management HL , The Shri Ram School, Mousari <i>for securing above 90% in Grade 11 exams</i>	2023
● Aryabhata Award for Mathematics AI SL , The Shri Ram School, Mousari <i>for securing above 90% in Grade 11 final exams</i>	2023
● John Locke Psychology Essay Competition <i>shortlisted for final round</i>	2023
● The Mahatma Foundation Award for Young Changemaker <i>for menstrual hygiene outreach efforts</i>	2023
● Business World Disrupt Social Impact Award , <i>Certificate of Appreciation for Social Impact Leaders and Changemakers</i>	2023
● Innovator Award , The Shri Ram School, Mousari <i>received for Spot On & Off initiative</i>	2023, 2021
● Srijan Award for Creativity, Activity & Service , The Shri Ram School, Mousari	2023
● Academic Excellence in Business Studies , The Shri Ram School, Mousari <i>for scoring above 90% in IGCSE exams</i>	2022

LEADERSHIP & OUTREACH

Spot On & Off – Founder & Lead Organizer (www.karmtrust.org/spot-on-off.html)	2020 – present
● Founded this initiative to raise awareness about menstruation, dispel stereotypes, and increase access to sanitary pads for women and girls from marginalized sections of society; launched campaigns on menstrual hygiene in four villages in Mewat, Haryana	
● Organized fundraisers and solicited donations from corporates such to fund 6500 sanitary napkins (4200 reusable, 2300 disposable) distributed through Uday Foundation, Shri Ram Schools, CRY, Mitr Trust, Blind Relief Association	
● Led workshops at NGOs related to the monthly cycle; collaborated with two gynecologists to prepare informational video	
● Received media coverage from leading national news agencies such as <u>NDTV</u> , <u>Business World</u> , <u>CNN-18</u> , <u>The Hindu Project GARIMA</u> , New Delhi	Apr 2023 – present
● Solicited Usha Silai, a unit of Usha International and procured six sewing machines for a reusable sanitary pads manufacturing unit at The Blind Relief Association, Delhi	
● Created employment opportunity for six visually impaired girls and boys and two sighted assistants; designed a sanitary pad stitching curriculum in collaboration with the team	
● Sold 4000+ pads to NGOs and relief agencies	
Child Rights and You – an international NGO working for children's health, education, and safety	Aug 2022
● Invited by this global organization to speak at the launch of their 'Let's Talk About it. Period.' campaign; addressed an audience of 100+ people about the importance of menstrual hygiene for women	
● Donated 1500 pads to be placed in auto rickshaws across Delhi and provide easy access to women in mitigating circumstances	
Salaam Baalak Trust, Delhi – an NGO working with orphaned children	May 2022
● Conceptualized, scripted, and directed a street play on menstrual hygiene with volunteers from the Karm Fellowship	
● Performed play on UN Menstrual Hygiene Day at Salaam Baalak Trust orphanages and distributed reusable pads	
Social Initiatives , The Shri Ram School, Mousari – <i>Member, Student Council</i>	Jul 2022 – present
Head	Mar 2023 – present
● Invited leading social activists for a panel discussion to shed light on their journey as social entrepreneurs	
● Reimagined Labor Day school celebrations; organized activities to show gratitude to and facilitate integration of administrative staff with student body; supervised meal distribution and collection drive for daily use commodities distributed to 200+ staff	
● Organized visit to an old age home where students conducted digital literacy workshops	
● Implemented a school-wide rakhi and card making project to be sent to soldiers on the Indian border	
Secretary	Jul 2022 – Feb 2023
● Invited CRY representatives to address middle and high school students address the taboo associated with menstruation in India	
● Coordinated with seven peers to organize a bake sale; raised funds for the National Association of Blind	
TSRS Girl Up – Co-Head	Jul 2022 – present
● Represented the school at a roundtable INSPIRE session on menstrual health and hygiene at the Girl Up Summit 2023 where I facilitated conversations around the stereotypes related to menstruation	
● Conceptualized and launched a social media campaign highlighting women of influence, gender-based positive affirmations	
Blind Relief Association Fundraising Drive , New Delhi – <i>Organizer</i>	Aug 2020
● Collaborated with Theatre for a Cause and raised USD 7,000 which helped provide monthly ration and groceries to 575 persons with disabilities; 2,07,000 meals cooked and distributed to the poor and needy people during the COVID lockdown	
ONLINE COURSES	
● Youth Lead the Change, Harvard University	Jun 2021

SUPER CURRICULAR ACTIVITIES

John Locke Essay – Shortlisted for final round Jun 2023

- Critically explored the topic ‘Can Happiness be Measured’ through a review of case studies from Bhutan and Scandinavian countries; emphasized the importance of cultural and individual assessment of happiness
- Conclusion stated that while data have allowed humans to progress, analyze, review, and correct, there are still some feelings that must be kept aside to just experience and revel in

RESEARCH

‘The Role of Anxiety in Consumer Behavior’ – Independent Research Jan – Jun 2023

- Conducted a literature review examining anxiety's influence on decision-making and buying behaviors
- Secondary research on anxiety, consumer behavior, marketing established a correlation between anxiety levels and spending habits indicating that high anxiety leads to impulsive purchases to enhance subjective well-being
- Presented paper in class and facilitated discussion where students shared their personal drivers to indulge in retail experiences

The Self Referential Effect – Guided Research Jul – Oct 2023

- Conducted experiments presenting structural and semantic words to the subject with follow up questions which revealed a positive correlation between information retention and personal implication

‘Influence of Perception on Behavior Change: Adoption of Reusable Sanitary Napkins among Rural Women in India’ – Independent Research Summer 2022

- Investigated changes in the socio-cultural perceptions surrounding menstruation, and adoption of menstrual hygiene products following a behavior change intervention
- Analysis of pre and post intervention data, revealed that perception, socio-cultural influences, and access significantly shape decisions regarding use of such products

INTERNSHIP

Somany Ceramics, New Delhi – Intern Jun 2023
a leading manufacturer of tiles, bathware, and sanitaryware in India

- Shadowed store managers and interacted with customers directly in company showrooms in the Delhi NCR region
- Developed a consumer survey using which data was gathered on factors influencing consumer purchasing decisions
- Compiled data into a report highlighting the changing consumer habits; proposed the idea of creating an interactive website allowing customers to visualize how the tiles would look in their homes.

Confederation of Indian Industry, Family Business Network, New Delhi – Research Intern Apr – Jun 2023
a non-governmental trade association and business advocacy group

- Conducted interviews, gathered data over a period of two months and consolidated information in a report titled, “Why do family businesses typically not succeed over two generations;” presented report to the CII Executive Committee

Snapdeal – an e-commerce platform, New Delhi – Intern Jan 2023

- Attended marketing and strategy sessions on social media presence and impact on consumer engagement
- Developed social media content for Snapdeal’s subsidiary brand; assisted with photo shoot for a clothing line

ENRICHMENT PROGRAMS

Intro to Psychology, Oxford Summer Courses – Participant Jun 2022

- Introduced to different cognitive processes; explored topics like Decision Making Behavior and Human Attention

Child & Youth Mental Health Program, Children’s First, New Delhi – Participant May 2022

- Learned about ADHD, Anxiety, and Depression and its manifestation in children and teenagers

PERFORMING ARTS

Kathak 2012 – present

- Performed in Taraana Institute’s annual shows at Delhi’s leading cultural venues 2023, 2022, 2019, 2018
- Distinction (75%) in Prayag Sangeet Samiti Allahabad Year 3 examination Jun 2019
- First division distinction in Prayag Sangeet Samiti Allahabad Year 2 examination 2018
- First grade in Akhil Bhartiya Gandharva Mahavidhyalay Mandal, Mumbai Preliminary Kathak Examination 2017

MUSIC

Indian Classical

- First grade in Akhil Bhartiya Gandharva Mahavidhyalay Mandal, Mumbai Vocal Examination 2017
- Special qualification in Akhil Bhartiya Gandharva Mahavidhyalay Mandal, Mumbai Preliminary Vocal Examination 2016

Western Pop Vocals – Theme Music School, New Delhi 2012 – present

- Vocalist on ‘Movies For Guys [Cover]’ Oct 2023
- Vocalist on ‘Bedroom Floor’ – a song which has received 3000+ streams Sept 2022
- Distinction (87%) in Grade 5, Grade 1 Trinity exams for Rock & Pop vocals May 2023, 2019
- RSL Level 1 Award in Popular Music Performance Grade 3 by Rock School Nov 2019

SKILLS & INTERESTS

Interests: Singing western pop; Indian classical dance; Creating graphic design using Procreate