



# SURENDER KUMAR DHALETA

**Address:** 249A Pasir Panjang Road,  
#01-03 Barossa Gardens,  
Singapore 117703

**Phone:** +65 83492448

**Email:** [dhaleta@gmail.com](mailto:dhaleta@gmail.com)

*Date of birth:* 12th October, 1975

## OVERVIEW

- ❖ A **Writer** for over 16 years; a **Journalist** for over 12 years; and around 8 years of specialisation covering the **media, marketing and advertising domains** – both **reporting** and **editing** and great **analytical skills** with a panache to go beyond surface skimming and deep-dive into the subject-matter
- ❖ An **Entrepreneurial Mindset** that fructified the setup of Himachal Pradesh's (India) first grassroots journalism and think-tank initiative, [HimVani](#). The website covered **developmental, environmental and sustainability** issues of the state and presented ideas to the government to enhance tourism in the state
- ❖ Able to comprehend and present the changing face of the industry's dynamics through different content formats – news and reporting, surveys and in-depth data presentation and on-ground face-to-face initiatives
- ❖ A **Team Leader**, a **Writer**, a **Journalist** and an **Editor**, who can bring in a new perspective to stories and take them to the next level by keeping the target audience in mind and his/her needs
- ❖ Proficient in Publishing tools like InDesign and QuarkExpress (for print) and WordPress (for web) with a great aesthetic and art sense to come up with great cover design ideas and good page layouts

## CURRENT STATUS

**SEPTEMBER 2013 – PRESENT | SINGAPORE**

- ❖ **Editor** at [e27](#) (a Singapore-based online publication covering technology and technology-focused startups in Southeast Asia and India)

### ***Responsibilities:***

- ✓ Strategising the editorial direction of the online publication
- ✓ Expanding the reach of **e27** beyond Southeast Asia
- ✓ Growing the Editorial Team
- ✓ Liaising with Contributory Authors, Guest Writers
- ✓ Team coordination
- ✓ Tracking developments and trends in the technology and technology focused startup domain in Southeast Asia and India
- ✓ Deciding the look and feel of the online publication
- ✓ Ideating Events (Theme of the event; Lining up Speakers, Briefing them with Topics and Helping them prepare their presentations – Some key events: Echelon; Echelon Satellite; VentureCon; Founders's Drinks)

### ***Achievements:***

- ✓ Helped the publication move from a blog imagery to a mainstream online publication
- ✓ Helped the online publication move away from an opinionated, personal account writing style to a balanced, unbiased reporting and writing; and let brand **e27** take precedence over personal views of authors
- ✓ Moving to more analytical and research driven style of writing

- ✓ Helped the online publication to find a right balance between information and knowledge
- ✓ Grew the number of stories being covered on a daily basis by three times
- ✓ Expanded the coverage market beyond Southeast Asia to India
- ✓ Grew pages viewership five times for the website
- ✓ Chairing Panel Discussions at both internal and external events

## **PROFESSIONAL HISTORY**

**OCTOBER 2009 – MAY 2013 | NEW DELHI**

- ❖ **Deputy Editor at Pitch** (a monthly from the **exchange4media Group** – covers issues on marketing, advertising and media) & its daily version – [pitchonnet.com](http://pitchonnet.com)

### ***Responsibilities:***

- ✓ **Editing** stories
- ✓ Ideation of **cover stories** and monthly **specials** (*Some specials brought through out the year include: Pitch Madison Media Advertising Outlook; Pitch Digital Reports; Pitch Mindshare Mobile Report; Pitch-TAM TV Trends Report*)
- ✓ Team coordination
- ✓ Tracking developments and trends in the Indian marketing scenario
- ✓ Deciding the look and feel of the magazine issue
- ✓ Ideating **Events** (*Theme of the event; Lining up Speakers, Briefing them with Topics and Helping them prepare their presentations – Some key events: Pitch Madison Media Advertising Outlook; Pitch CMO Summit held across New Delhi and Mumbai*)
- ✓ Ideating campaigns for **pitchonnet.com**

### ***Achievements:***

- ✓ Got the **magazine redesigned** with a larger size and with better picture quality
- ✓ **Designing and making pitchonnet.com** in Open Source and getting the print archives of **Pitch** for the past five years online; and further making the website a daily affair (was the sole in charge of this initiative)
- ✓ Doubling up as **Show Host** at group events
- ✓ **Chairing** Panel Discussions at events
- ✓ Bringing in credibility and quality in content and presentation of Pitch Specials such as Pitch Madison Magazine Survey, Pitch Madison Ad Outlook, MMA – e4m Mobile Marketing Report

**NOVEMBER 2005 – SEPTEMBER 2009 | NEW DELHI**

- ❖ **Principal Correspondent and Editorial Coordinator** for [afaqs.com](http://afaqs.com) and [The Brand Reporter](http://TheBrandReporter.com) (now known as afaqs! Reporter, a fortnightly magazine on media, marketing and advertising from Banyan Netfaqs, the media house that runs India's No.1 website on media and advertising – [afaqs.com](http://afaqs.com))

### ***Responsibilities:***

- ✓ Tracking developments and trends in the Indian media (print, radio, TV, internet), advertising, branding and marketing industry)
- ✓ Editing
- ✓ Done a number of Cover stories on Media, and brands

**FEBRUARY 2006 – JANUARY 2009 | NEW DELHI**

- ❖ **Co-Founder and Editor** of [HimVani.com](http://HimVani.com) (a think-tank initiative and a website on the concept of grassroots-journalism for Himachal Pradesh, India)

***Achievements:***

- ✓ Tracking developments in economics, politics and tourism in Himachal
- ✓ Editing
- ✓ A number of suggestions from my articles were taken up by the Department of Tourism for implementation.
- ✓ Planning different campaigns
- ✓ Designed the website including the layout and logo and other features (Fair knowledge of WordPress – the publishing platform, HTML, CSS, and PHP)

**MARCH 2005 – OCTOBER 2005 | NEW DELHI**

- ❖ **Correspondent** for *The Campus Paper* (A youth fortnightly)

***Responsibilities:***

- ✓ Covering youth activities and writing stories related to youth
- ✓ Keeping track of the BPO industry for *TCP BPO* (a 12-page supplement)

**MAY 2003 – FEBRUARY 2005 | NEW DELHI**

- ❖ **Correspondent** for *India Post* (US based NRI newsweekly) (*posted at New Delhi*)

***Responsibilities:***

- ✓ Covering CII, FICCI, NASSCOM, ASSOCHAM, PHD Chambers for *TechBiz* page
- ✓ Covering Indian national politics for *India* page, (with stress on Indo-US relations)
- ✓ Selecting and editing wire-news for *South Asia* page
- ✓ Selecting and editing wire-news for *Sports* page

**MARCH 2001 – AUGUST 2001 | NEW DELHI**

- ❖ **Content Developer (English department) at Educomp** ([www.planetvidya.com](http://www.planetvidya.com))

***Responsibilities:***

- ✓ Subject Coordinator and Team Leader for the 'English' team
- ✓ Writing courseware for 'English' as a subject at school level (Classes 3 to 12)
- ✓ Designing the storyboard for the stories to be animated in Flash.
- ✓ Giving ideas for designing page templates, navigation bars and banner heads.
- ✓ Designing the storyboard for interactive online educative games, puzzles...
- ✓ Writing short stories and poems for children

## **PROFESSIONAL QUALIFICATIONS**

- ❖ **MJMC** (Master of Journalism and Mass Communication) from **HP University, Shimla**
- ❖ Six week **Internship** with **Indian Express (Express Newslines / Talk)**, **New Delhi**
- ❖ Seven week **Internship** with **UNI, New Delhi**. (Specialisation in Reporting and Sub-Editing)

## **EDUCATIONAL QUALIFICATIONS**

- ❖ **MA (English)** from HP University, Shimla | Himachal Pradesh, India
- ❖ **BA Hon's (English)** from Delhi University | New Delhi, India
- ❖ **Schooling done at DAV, Chandigarh; St Mark's, New Delhi; and St Edward's, Shimla | India**

## SPECIAL ACHIEVEMENTS

- ❖ Vice President, **Interact Club (Delhi Janak)**
- ❖ President, **Interact Club (Delhi Janak)**
- ❖ School **House (Shastri House) Captain** in St Mark's School, Meera Bagh
- ❖ School **V-Head Boy in St Mark's**, (in both Meera Bagh and Janak Puri branches)

## INTERESTS/ HOBBIES

- ❖ **Composing poems in English and Hindi**; and **Writing short stories in English**
  - ✓ *Published poems and short stories in BARD (Literary Journal), NTDV.com, Boloji.com, Indiatimes.com*
- ❖ **Presently translating Christopher Marlowe's *Dr. Faustus* into Hindi**
- ❖ **Presently writing a book on Folk Tales from Himachal; compiling stories in semi-lyrical prose**
- ❖ **Compiling Himachali myths and idioms**
- ❖ **Acting**
  - ✓ Professionally acted with *Advait* Theatrical Group
  - ✓ Performed for AIR Delhi in educational and social plays (HINDI)

## SOCIAL INTERESTS

- ❖ **Founding Member, VOH (Voice of Himachal)**, Shimla, Himachal Pradesh, India
- ❖ **Regular blood donor**

## PERSONAL CREDENTIALS

*Nationality:* **Indian**

*Currently based in Singapore:* **Employment Pass Holder**

*Languages Spoken / Written:* **English, Hindi**

*Permanent address:* **Adarsh Bhawan, Sanjauli, Shimla (Himachal Pradesh) – 171006**

**(SURENDER KUMAR DHALETA)**

**Place:** Singapore

**Date:** December 13, 2014