

Aparna Lall

Communications Officer, Welthungerhilfe India

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Aparna Lall is a Communications, Advocacy and Fundraising specialist with 15+ years of experience, including 6 years in the Development Sector. She is an ex-journalist and worked with reputed Indian Media Houses, namely Hindustan Times Media Ltd., Press Trust of India and The Statesman. Her core strengths are storytelling, content writing, digital marketing and online fundraising. She has also done Post Graduate Programme in Development Management (PGPDM) from S P Jain Institute of Management and Research (SPJIMR), Mumbai.

In her Current role as Communications officer at [Welthungerhilfe](#), one of the biggest non-profit organizations in Germany, she creates communications strategy for the India office and looks after all the communications activities of the organization. She is also part of a **European Union (EU)** co-funded project on capacity building of 40 Indian Civil Society Organizations with respect to communications, branding and fundraising. She has also been engaged with facilitating workshops on various aspects of campaign writing, Website content creation and Social Media activities.

Previously, in her first Development sector role, she worked as Communications Head from 2014-2018 at [Association for Democratic Reforms](#), a reputed think-tank working towards improving governance and strengthening democracy by continuous work in the area of Electoral and Political Reforms.