



**Alexandra Birladianu (Romania)**

**Host organization:** Aangan Trust (India)

**ICats role:** Sr. Communications Manager

**ICats duration:** Feb – Dec 2015 (full-time)

**Degree:** Bachelor Communication and Public Relations (Romania)

**Professional experience:** AIESEC, MMRS Ogilvy in Ghana, Alcatel-Lucent in India, Microsoft Europe in Belgium, Alcatel-Lucent Foundation



## Summary

Using her experience as Communications Specialist, Alexandra helped Aangan Trust to strengthen their social & mainstream media presence and create a comprehensive communications strategy to support the organization programs across six states in India.

### The problem Aangan aims to tackle

- At 5.8 million children, India has the highest rate of child labour in South Asia.
- Over 3.25 lakh children went missing between 2011 and 2014. ~1.2 million children were trafficking victims, prostituted & enslaved.
- Around 53% of children report having faced a form of sexual abuse. Of this number, more than half are boys.
- By the age of 15, 51% of girls have dropped out of school. India alone accounts for one third of the child brides' global total. 22.5% of girls aged 15-to-19 face physical or sexual violence, a majority of it within their own homes

### Aangan's challenge

Showcasing Aangan's Program PACT as a unique, effective approach to India's pressing child protection concerns.

### Aangan's solution

- Working with the state to implement effective legislation and create a protective environment in which children are safe and can secure justice and essential services.
- Working with caregivers and communities to identify, create and strengthen networks of support for children & families within the environments they inhabit.
- Working with children to make sure they know their rights and can communicate the risks and challenges they face.

### Opportunity for an iCats Fellow:

- Develop Aangan's three-year Communications strategy and implement year one
- Increase Aangan's visibility in both social & mainstream media

### "My experience as an ICats Fellow...

*Aangan is changing children's lives every single day and working for them has changed mine. I received great insights into India's child protection system, had the chance to shape and implement the communication strategy for the organization and witness the results in a very fast paced environment.*

*My favourite part of my fellowship was working on the field and interacting directly with Aangan's beneficiaries through workshops, community help desks, parents circles and events celebrating various International Days. I've met incredible dedicated people who helped me reshape my own life vision."*

*- Alexandra*

### Alexandra's achievements ...



- Increasing Aangan's visibility online: Aangan has been featured on Humans of Bombay, Everyday Mumbai, The Wire, Better India, DNA, Youth Ki Awaaz and The Logical Indian, channels who have a very significant followership
- Design and launch of the "#ActNow", "Donate" and "Join Us" web pages
- Applied for Social Media for Empowerment Awards with the #ActNow Campaign – deliberation in progress
- Accessed Google for Nonprofits - Google Ads grant valued at 10.000 USD monthly
- Content and Design for Aangan's Annual Report for 2014/2015 plus various other communication materials showcasing Aangan's impact.
- Created the Aangan Volunteering Policy to prepare Aangan to receive volunteers both in the national office and in the slum areas we work in

### Alexandra's next challenge:

Alexandra will return to Belgium to finish her Master's Degree in International Business and further pursue her career in development and philanthropy.

### ...contributing to Aangan's growth



- Capacity building for the Aangan team
- Aangan now has a strategy and a communication plan in place to effectively manage the brand presence on social and mainstream media.
- Aangan's "#ActNow" campaign to raise awareness on child protection reached indirectly over 1 million people

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*"In one short year, Alexandra has managed to get Aangan to have a significant presence in social media as well as mainstream media – something we never had previously. This was only possible because of her meticulously built-out plan – a valuable system for us as an organization that we can take forward independently. Her sheer spirit has been infectious. And team members across states, roles and functions have collaborated enthusiastically and learnt a lot."*

*Suparna Gupta, Aangan Trust Founder*