



Saloni Sinha

Saloni Sinha is a gold medallist and national scholarship holder in Linguistics from Jawaharlal Nehru University, New Delhi. She has been playing a pivotal role in the domain of research, training, and teaching in the discipline of Communicative Competence for more than two decades. She is currently a Communication and Theatre faculty member at Birla Institute of Management Technology, Greater Noida, an AACSB-accredited top-ranked business school. In this role, she hones communication and employability skills of postgraduate students. Her learners' spectrum ranges from rural adolescents, corporates, and bureaucrats nationally and globally. She is also involved in mentoring social entrepreneurs and educators through government agencies. Saloni's mantra in all her educational and social pursuits has been innovation with deep compassion for society.

For the past six years, she has been empanelled with the Government of India (GOI) as a translator for Prime Minister's speeches at the Press Information Bureau-PM Unit. She is also an Expert Advisor with the Commission for Scientific and Technical Terminology, Ministry of Education, GOI, since 2010. In this role, she addresses issues in Bilingualism and Semantics in the development of a bilingual glossary of technical terms.

Her art and theatre-based teaching innovations have been acknowledged at global forums. Her symposiums showcasing teaching learning effectiveness were selected at the Academy of Management Annual Meetings in 2022 and 2023. Saloni has been conferred with the Best Reviewer (MED) award at AOM 2022 and the Outstanding Reviewer (MED) award at AOM 2023. She was invited to co-chair a track on teaching innovations in social sustainability at EURAM 2023.

Saloni's cross-cultural research-based comic book pedagogical innovation during Covid-19, which was shortlisted as an entry at Times Higher Education Awards Asia 2021, inspired her to publish a comic format case study in Emerald Emerging Markets Case Studies with her students. This case study has been recommended by Carnegie Mellon University and several other reputed universities. Her keen interest in theatre has encouraged her to initiate several 'beyond the classroom' community-building initiatives like the "Theatre in Education series." These initiatives aim to spread awareness of SDGs and various social issues in rural and urban areas. For her efforts, she received the National Youth Icon Award 2018, acknowledging her academic and social campaigns on 'Theatre for Change.'

Saloni is the curator of the "BIMTECH Business Literature Festival," which is the only student-led literature festival in India. This festival, one of the most successful virtual lockdown initiatives at BIMTECH, aims to evolve students as thought leaders. For the past three years, the festival has showcased newly released non-fiction by authors, publishers, and business leaders of global repute in a hybrid mode.

As a trustee with the Rajbala Foundation, a non-profit organization, Saloni is dedicated to spreading awareness about Primary Education, Palliative Care, Geriatric and Juvenile issues, and Mental Health issues. She is passionately working towards enhancing Communicative Sensitivity by designing and implementing development and empowerment projects in several villages. She mentors "happiness angels," young volunteers who shoulder the responsibility of adding life to the "end of life phase" patients. A case study on the same has been published by Emerald Emerging Markets Case Studies and is included in the medical course at Deakin and Monash University. The foundation, in partnership with the Sehgal Foundation, provides mental health, life skills, education, and career counseling support through community radio channels in remote villages. GOI conferred them with the National Broadcasting Award in 2022 and 2023 for the same.

Saloni is a poet, painter, and theatre artist who loves being with nature in her leisure time.