

Sarita Joshi joins The Ideas Box as VP- Programming

Sarita Joshi, joins, 'The Ideas Box' the content and activation company in the 'Kids and family' space as Vice President programming. Prior to this she was programming head at Miditech Delhi, overseeing most of their programming.

Mumbai, Maharashtra, October 8, 2009 /[India PRwire](#)/ -- **Sarita Joshi**, joins, '**The Ideas Box**' the content and activation company in the '**Kids and family**' space as Vice President programming. Prior to this she was programming head at Miditech Delhi, overseeing most of their programming.

Sarita, has a masters in communication and brings to the table more than 20 years of TV experience across varied genres in TV programming viz documentaries, news, lifestyle, social messaging & GEC space.

She was also an integral part of a channel launch of IBN 7 (earlier known as channel 7) as Programming & Promo head, and the launch of BIG radio as Programming Head (Delhi)

Sarita has been involved in projects with Zee News, Sahara Samay, Star One, NDTV Imagine, TV Today Network, BBC (WST) , Doordarshan etc

In addition to her ventures in India, she has also been consulting Creative Director with Gulf Digital Images (Dubai), designing on air promotions strategy & overseeing the creative execution of Bangladesh's first 24hrs channel in addition to programming off Kuwait & Sri Lanka

'Sarita is a rare combination of talent, commitment and outstanding professionalism. We look forward to her expertise to help us in driving our vision of being seen as specialists in the 'Kids and family 'content space' **said Anil Sanjivan, Founder & CEO, The Ideas Box**

"Working with The Ideas Box is a creative person's dream. There is freedom to innovate, experiment & create which is very rare in today's media space " **said Sarita**

Notes to Editor

The Ideas Box is a content creation and activation company for '**Kids & families**'. The two founding partners of this new venture – **Anil Sanjivan and Sudipta Dhruva** both have long experience in developing content strategies that connect with kids. The new company will specialize on fiction and non-fiction shows, large-scale school contact programs, and films that leverage **ACK Media** brands like Amar Chitra Katha, Tinkle and Karadi Tales. It will also develop new shows and characters that can be distributed through broadcast as well as other **ACK Media** platforms like comics, DVDs, and online services.

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